

MIC
sician
copy
stand
is
ge.

ce
giving
od it
odern
suf-
ged.
ice of
health
physi-
ty to
g dis-
cheek-
o cer-
give
condi-

ysician
sts at
petent
lemen-
made

"a
e of
e on
this
fail
ppon

with

131

A

2

1

1

1

1

1

Medical Economics

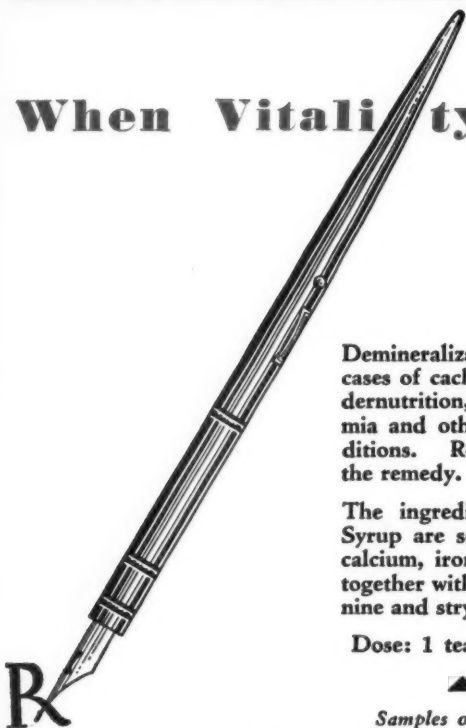
Business Magazine of the Medical Profession



FEB. 1932

National
circulation
this issue
more than
135,000

When Vitality is Low



Demineralization causes many cases of cachexia, debility, undernutrition, neurasthenia, anemia and other run-down conditions. Remineralization is the remedy.

The ingredients of Fellows' Syrup are sodium, potassium, calcium, iron and manganese, together with phosphorus, quinine and strychnine.

Dose: 1 teaspoonful t. i. d.



Samples on Request

Fellows Medical Manufacturing Company, Inc.
26 Christopher Street, New York, N. Y.

Fellows' Syrup

It supplies the needed minerals

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

FEBRUARY, 1932 • VOL. 9, No. 5

"Speaking Frankly".....	6
Office Control.....ROBERT RAY AURNER	11
Podiatry Invites the G.P.....HAROLD S. STEVENS	15
Washington Bicentennial Recalls Medical Heroes	17
A Doctor Looks at Lawyers FREDERICK A. FENNING	18
Give the Patient his Way? VICTOR R. SMALL, M.D.	20
Crossing Lethe's Stream.....H.G. BULL, M.D.	22
A Second Start to Success.....HALL JOHNSTON	24
The Reward of Genius H. SHERIDAN BAKETEL, M.D.	26
Wastebasket—or File?....J. B. H. WARING, M.D.	28
Everybody's Business.....FLOYD W. PARSONS	30
the cluttered desk.....	37
Taking History in the Health Exam C. WARD CRAMPTON, M.D.	39
And WE Laugh Too!.....	43
Advertises \$11,000 Gift to Patients.....	57
The Doctor's Desktop.....	61
The Why of Your 1931 Income Tax OGDEN L. MILLS	65
Literature and Samples.....	93
Tours and Cruises.....	108

25c a copy

\$2 a year

H. SHERIDAN BAKETEL, A.M., M.D., Editor
HAROLD S. STEVENS, Managing Editor
LANSING CHAPMAN, Publisher

MEDICAL ECONOMICS: Published at RUTHERFORD, N. J. monthly, exclusively for physicians, by Medical Economics, Inc. Circulation 130,000. (Copyright, Medical Economics, Inc., 1931)

The Local Application of Heat

BECAUSE the application of a hot Antiphlogistine dressing supplies continuous moist heat, and because of its high glycerine content and other synergistic agents, it has for its effect:

1. *The relaxation of tissues, particularly of the muscle fibres;*
2. *The production of an active hyperaemia, with resultant increased flow of lymph and of arterial circulation;*
3. *A marked sedative and analgesic effect on the sensory nerves;*
4. *A pronounced bactericidal effect on heat-sensitive organisms.*

Antiphlogistine, therefore, may be prescribed with every confidence in all inflammations and congestions and wherever it is desired to create an intensive hyperaemia in any particular area.

•
Sample and literature upon request

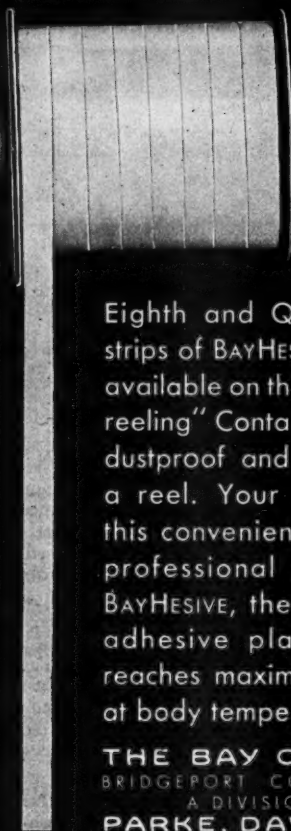
THE DENVER CHEMICAL MFG. CO.
163 Varick Street, New York

in all
RHEUMATIC
conditions

in all cases
of
INFLAMMATION

in
TRAUMA and
CONGESTION

ANTIPHLOGISTINE



Eighth and Quarter inch strips of BAYHESIVE are now available on the Bay "Free-reeling" Container which is dustproof and unrolls like a reel. Your dealer has this convenient, practical, professional put-up for BAYHESIVE, the zinc oxide adhesive plaster which reaches maximum tenacity at body temperature.

THE BAY COMPANY
BRIDGEPORT CONNECTICUT
A DIVISION OF
PARKE, DAVIS & CO.

THE BAY COMPANY, Bridgeport, Conn.

ME 2

Gentlemen: Kindly send sample of BAYHESIVE.

Address

Street and No.

State

Dealer's name

They stopped the mail to save a life

DECEMBER 23rd, 1931. One hundred thousand people in a Western city were mailing and receiving Christmas packages. Postal clerks worked frantically at their annual miracle—getting the mail through on time. Suddenly they stopped their systematic sorting. Let the mail pile up—dropped it and left it there while they set out to find one small package in four carloads just arrived from a distant city.

In all the mountains of Christmas packages that one alone held the promise of life for a certain young man with death at his bedside. It contained pneumococcic serum ordered by wire and mailed the day before—but mislaid among the thousands of Yuletide remembrances. For three hours death stooped low over the sorting rooms while twelve veteran clerks went through a thousand cubic feet of packages one by one, found the precious serum in next to the last sack in the pile. Rushed it to the hospital in time to continue the battle for life that might otherwise have been lost by Christmas eve.

On land as well as sea the saving of human life takes precedence over all else. Yet a few years ago it would have been futile to search the mails for an antibody solution capable of holding pneumonia in check. But

each year sees the physician better equipped with agents supplied by bacteriologists and chemists to help him combat the inroads of micro-organisms. Among these is Zonite, that provides dependable germicidal action whenever it is required upon the skin or accessible membranes of the human body.

Zonite is a stabilized, mildly alkaline solution of sodium hypochlorite. It is rich in chlorine content and is actively bactericidal. It is non-hemolytic, non-coagulating and active even in the presence of organic matter.

Zonite is electrolytically prepared to insure stability and does not lose its chlorine strength. It is economical and always ready to use, requiring no preparation. Moreover it is valuable over a broad field and is really adaptable to a variety of techniques, meeting effectively every indication for its use.

Zonite fills every need that modern medicine imposes on an antiseptic, and the modern physician employs it with the confidence that it will not devitalize tissue or cause accidental poisoning. May we send you a bottle of Zonite and literature covering many of its uses? Zonite Products Corporation, Chrysler Building, New York, N. Y.

Security that breeds Assurance



If you use B-D Yale Syringes and B-D Needles you know there is a security about the combination that breeds assurance.

Every physician who is sensitive to the value of precision enjoys the "feel" of a hypodermic unit that is smooth and certain in action.

Both B-D Yale and Erusto Needles fit B-D Yale Syringes perfectly. This is not an extravagant use of the word "perfect", because they fit with a scientific exactness that allows for no qualifications whatsoever.

The long life of B-D Yale Syringes is an important factor of economy that may be verified conclusively at the expense of using a few syringes for trial.

Sold Through Dealers

B-D PRODUCTS

Made for the Profession

M. E. 2

Makers of

Genuine Luer B-D, Luer-Lok
and B-D Yale Syringes, Erusto
and Yale Quality Needles,
B-D Thermometers, Ace Band-
ages, Asepto Syringes,
Armored B-D Manometers,
Spinal Manometers
and Professional Leather Goods

BECTON, DICKINSON & CO., Rutherford, N. J.

Gentlemen: Kindly send me further information
on B-D Yale Syringes and Needles.

Name _____

Address _____

Dealer's Name _____

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

Speaking Frankly

Surgeon

TO THE EDITOR:
May I comment on W.B.'s letter in December MEDICAL ECONOMICS? He took two patients to surgeons (who charged their regular fees whether they collected or not) while W.B. himself got nothing. He appears to think the surgeons are at fault. Why? The surgeon has his fee. If it is larger than the diagnostician's, is that the surgeon's fault? The diagnostician fixes his own fee. He may undercharge for two reasons: fear of competition, or fear of offending his patient.

The answer to the first is medical organization, and the answer to the second is organized medical publicity. Both have been admirably advocated by your journal.

The grave objection to fee-splitting is the deception practised on the patient. If the financial arrangement is thoroughly understood by the patient, this objection disappears; but in that case why not charge an adequate fee for diagnosis in the first place?

Perhaps I should add that I do not practice and never have practiced as a surgeon.

J. Rosslyn Earp, M.D.

Specific

TO THE EDITOR:
I cannot get any specific information from "The Doctor and His Investments." Merryle Stanley Rukeyser seems to fail to recognize that he is writing for medical minds and not financiers. He deals altogether in generalities and never gives specific information.

We cannot practice medicine that way. We have got to read the issue intelligently if we may expect to obtain satisfactory results.

J. L. Jennings, M.D.

Perjury

TO THE EDITOR:
Dr. Fassett Edwards, in MEDICAL ECONOMICS for December, 1931, describes "a new kind of deadbeat," who succeeded in cheating a doctor out of one half of his fee, by mailing postal money orders for part payment of the fee to the doctor, receiving the doctor's receipt for the amount and then showing both, the postal money order stub and the separate receipts. Thus the swindler succeeded in "proving" that he had paid twice the amount which he really did pay the doctor.

It is deplorable that anyone will perjure himself in order to save paying his bills. Legally, it seems that the judge could not possibly find for the plaintiff doctor. America, apparently, is the only country where the practice of jurisprudence permits BOTH parties to an action at law, to take oath. In England and Germany, doubtless also in other countries, only one party is admitted to oath, as it is self-evident that both parties can not be right.

Wm. Held, M.D.

Economy

TO THE EDITOR:
After reading the article, "Let us Cease to Pooh Economy," by Fassett Edwards, M.D., I am impelled to write a short answer. Granting at once that there is a great deal of truth in what Dr. Fassett says, and that his article is timely and sensible, let us consider the matter a little more closely.

It is true, of course, that most of the slight ailments for which patients seek [TURN TO PAGE 133]

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

Office Control

By ROBERT RAY AURNER

Professor of Business Administration
University of Wisconsin

THE problem of efficiency in the doctor's office has thrust itself, during the past year or so, into a position of nothing less than eminence. As medical competition has increased and as resistance to medical collection procedure has stiffened, the problem of efficiency—even in the very simplest kind of terms—has become a headliner.

It is entirely right that this should be so. It is indeed high time that the doctor should turn his analytic and diagnostic gaze squarely in the direction of the business end of his profession. For there, at this moment, the weakness lies.

Efficiency in the doctor's office, as far as the business end of the medical profession is concerned, is the product of three underlying factors:

I. Simple and Workable Methods of Bookkeeping.

II. A Simple and Workable Filing System.

III. A Knowledge of At Least the Rudiments of Medical Collection Procedure, To-

gether with the Simple Principles of Psychology Involved.

In the light of these tests, not all physicians' offices are operating at efficiency. Some doctors know this. Others do not. Yet a successful practitioner today must, out of sheer necessity and strictly from the relentless pressure of competition, make himself into something of a business man. Or, failing that, he must at least realize the imperative need of having the business side of his practice handled by an able and competent executive secretary. Of the two courses, many doctors will prefer the latter.

Suppose we go behind the scenes for a few moments and look into this bookkeeping business. We will use only the simplest and commonplace terms. We will merely sidestep the lingo of the accountant and stick to unvarnished Anglo-Saxon.

Bookkeeping, reduced to its simplest definition, is simply a workable method for keeping track of income and outgo. You

can call it "income-outgo control."

That is all there is to it. It supplies the information—and it should supply it in a form for quick reference—on what comes in, what goes out, and especially on what ought to come in, but hasn't! The essence of a successful system of bookkeeping is to keep it simple.

Now...a pause. At about this point in my manuscript I hear several doctors murmuring to themselves, "Oh, I leave all this bookkeeping business to the girl. It's a nuisance. I never have been able to get much of anywhere with it. She knows what to do, most of the time, so I just turn it over to her."

But can you afford, purely from the dollars-and-cents standpoint, to shelve the entire responsibility of managing the business end of *your* profession? Isn't there a possibility that there is enough of importance in this matter to deserve your thorough-going re-examination?

The answer is an unequivocal *yes* for those practitioners who have begun to feel the pressure of decreased returns on their efforts. There is waste going on

and uncertainty creeping in, and both the waste and the uncertainty are costly to the medical profession. Most of the waste and most of the uncertainty can be definitely localized in *faulty records*.

From my experience in talking with doctors who have called me in to consult with them on the business aspect of their profession, this is what I have found to be the chief list of preventable wastes:

1. Uncontrolled Income.
2. Uncontrolled Expenses.
3. Inaccurate, inaccessible, or inefficient records.
4. Professional uncertainty resulting from lack of clear records.
5. Over-elaborate and burdensome bookkeeping along the wrong lines, when effective simplicity would do as well.
6. Unrecorded case histories.
7. Failure to charge for ser-

Figure 1: This is the simplest possible form of office record, giving the minimum information the doctor wants to know about his patient.

NAME _____		TEL. NO. _____		
ADDRESS _____				
Date	Service Rendered	Charge	Cash	Balance
NOTES ON TREATMENT AND HISTORY: _____				

vices rendered—one of biggest financial leaks in the profession.

8. Statements too often tardy and delayed.

9. Poor collections.

No medical practice, however flourishing it may seem to be, can stand a chain of losses like this without feeling the results sooner or later!

And what of the uncertainty of faulty records? Not only is there professional uncertainty on the medical side, but there is likewise business uncertainty on the income-outgo side. The doctor, like every other citizen of the United States in comparable income brackets, is subject to an income tax. Its provisions call for a solemn declaration of a complete and true statement of the declarer's income, profits, and gains, together with a true statement of exemptions and deductions.

Figure 11: This is the front of a more complete record form (the reverse side is shown on the next page). These forms were designed by the author.

According to figures of the American Medical Association, there are about 83,000 general practitioners in the United States. How many of these alone could turn out at this moment an accurate statement of their assets and liabilities? How many will be able to swear to the honesty of their entries when the next income tax report rolls around?

You are doubtless aware that Internal Revenue officers often find doctors' income tax reports singularly defective, and that they often find it necessary to cancel deductions because such deductions cannot be substantiated by accurate or available records. Some time ago I became curious to find out how important the Collector of the Internal Revenue of the United States Treasury Department considered this matter of assessing and collecting income taxes on doctors' incomes. So I wrote to find out the exact facts. A part of the reply follows:

"...it is recognized that no uniform method of accounting can be prescribed for all taxpayers, and the law contemplates that each taxpayer shall adopt

(Sample)

NAME _____	TEL. NO. _____
ADDRESS _____	
NEAREST RELATIVE _____	ADDRESS _____
DIAGNOSIS _____	
COMPLAINT _____	
TREATMENT _____	
SURGICAL PROCEDURE _____	
PROGNOSIS _____	
X-RAY FINDINGS _____	
SPECIAL NOTATIONS _____	

Podiatry Invites the G.P.

IT'S A FIELD
BELONGING
TO MEDICINE

By Harold S. Stevens



IN leaving Podiatry outside the pale of recognized specialties of medicine, the profession has committed, so far as its own economics are concerned, a major blunder.

The blunder represents another wide open gap in medicine's service to the public.

A similar gap, until comparatively recent years, was proctology. Medicine suddenly woke up to ask itself, "Is there any reason why the diseases of the rectal region are entitled to less recognition than diseases of the eye, ear, nose, and throat?"

A pruritus ani patient can suffer as acutely as a patient with an ear-ache. Likewise, minor foot troubles contribute as much to worker inefficiency as suppurating tonsils.

Not only is medicine falling

down in service when it fails to recognize podiatry as a legitimate branch; it is also overlooking important economics.

Many a general practitioner now struggling along in a community overrun with general practitioners would solve his financial problem, and at the same time fulfill a community need, by specializing in foot treatment.

An impromptu survey of podiatrists practicing in Greater New York indicates that their average income slightly shades that of general practitioners.

Of the five thousand or so podiatrists now practicing in the United States, probably not more than twenty are licensed practitioners of medicine. A majority of the rest have never had scientific training. Obviously the field is open.

[TURN THE PAGE]

The registered M.D. who recognizes this fact, takes the comparatively small amount of training necessary to specialize, and confines his work to minor foot lesions, is in a position to profit by certain very definite advantages: as an M.D., his field would be far larger than what is legally permitted the usual podiatrist. If, for example, he recognized some local trouble to be secondary to a systemic disturbance, he could treat the patient constitutionally, whereas his competitor would be legally bound to refer such a patient to an authorized practitioner of medicine.

No question there are now great numbers of patients who object to carrying their foot troubles to the ordinary podiatrist, yet do not find the specialized interest they feel entitled to in the office of their family doctor. Such patients have, in fact, unconsciously anticipated the medical profession in recognizing the economic value of proper foot attention; they constitute an extremely desirable field for the medical foot-specialist.

There are today ten schools of podiatry in the United States. Six appear on the education roster of the National Association of Chiropractors as maintaining a proper standard. None is recognized by the A.M.A., because the A.M.A. does not recognize podiatry.

The course of study in each of the six institutions covers two sessions of eight months each. One school plans to extend this to three sessions. A single session, or even less, would be ample for a practitioner already trained in the basic sciences.

The practice of podiatry is on the way to becoming a professional entity, like dentistry. Either it will become that (in which case medicine will have bequeathed another portion of the human body to outsiders) or it will be taken in as a respectable

branch of medicine. It will not stand still.

For this reason, podiatry represents one of the most spectacular fields of opportunity since the beginning of specialism. The physician who goes along dissatisfied with general practice should open his eyes to that opportunity.

Here is what the head of one school of podiatry (he is an M.D.) says about it:

"The diagnosis and treatment of foot lesions, both major and minor, constitute a justifiable and legal avenue of application for any licensed physician in any state in the United States; hence the doctor of medicine who wishes to specialize in this field would simply have to brush up on his anatomy, physiology, bacteriology, histology, dermatology, and chemistry—serving on the staff of some podiatry clinic for the purpose of obtaining practical knowledge."

The text books in the field are:

1. "The Text Book of Chiroprody" (Lewi).

Edition exhausted; published by The First Institute of Podiatry, N. Y.

2. "Foot Orthopaedics" (Schuster).

Price \$8.00; published by "Foot Orthopedics", 55 East 124th St., N. Y.

3. "Practical Chiroprody" (Runting).

Price \$1.32; published in England, and obtainable from C. V. Mosby, St. Louis.

4. "The Practice of Podiatry," (Burnett-Gross).

Not completed.

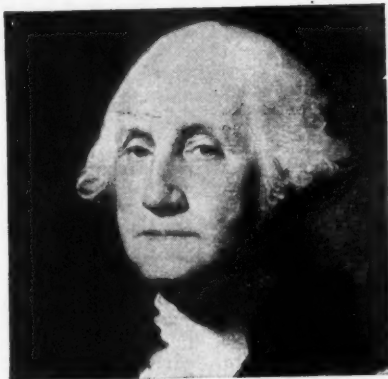
5. "Surgery, as it relates to Podiatry," (Adams).

Price \$5; first edition exhausted; second edition in press; obtainable from The First Institute of Podiatry, N. Y.

6. "Materia Medica and Podiatry Therapy," (Goldway).

Price \$5; in press; obtainable from The First Institute of Podiatry, N. Y.

Washington Bicentennial Recalls Medical Heroes



1732

1932



Solomon Drowne, M.D.



Joseph Warren, M.D.

The United States this year celebrates the 200th Anniversary of Washington's birthday. Many were the physician-heroes who joined with Washington in winning America her independence. Dr. Joseph Warren was major-general in command at the famous Battle of Bunker Hill. Dr. Solomon Drowne was one of the first doctors to join the army of the Revolution. Dr. John Archer raised a company of soldiers and served as major. Dr. Jonas Fay headed a company of Vermont "Green Mountain Boys." Dr. Benjamin Rush was a signer of the Declaration of Independence. Dr. William Aspinwall fought at the Battle of Lexington.

A Doctor Looks at Lawyers

HE HAD TO SQUINT

A GREAT and grand indoor sport in this Year of Grace 1932 has for its fascinating name "Looking at Doctors." The players of this diversion have pens in hand or typewriters on knees, with which to record their observations. The results are broadcast.

The game was invented two or three years ago when a "layman looked at doctors." Since then numerous other laymen and laywomen have stood before the microphone and rushed into print to tell the rest of the people what wonderful scenes they beheld when looking at general practitioners, specialists of all classes, nurses, hospital orderlies, office assistants, chauffeurs, and everybody else and everything else connected, even in remote degree, with the little band of men and women who are trying to justify their discipleship in the Order of Esculapius.

As a doctor who has been peeped at from various angles, professional, financial, civic, political, and even domestic, I am getting fed up on being on exhibition. I suppose that so long as we serve the public, the latter are entitled to look us over as much as they please.

But there are others who also serve the people, or claim to do so, and I submit that in all fairness to the medical profession, some of these others should be subjected to at least a modicum of scrutiny. I use that limitation advisedly for that is about all they can stand.

I propose taking a look at the lawyers. Of course it may not be

a pleasing prospect. Everyone can call to mind more harmonious settings, more inviting scenic attractions, and more brilliance of color, than can be found in a bunch of lawyers. However, the lawyers are in our midst, so we might as well look them over. This would be quite unnecessary if our forefathers had taken the advice of Mr. William Shakespeare who counseled "The first thing to do, let's kill all the lawyers." Unfortunately the breed was not exterminated; and lawyers have multiplied as rapidly as taxicabs.

What do our eyes first fasten on when we gaze at lawyers? Is it their personal appearance, their attire, their bookish air, or the musty tomes with which they are wont to sit surrounded? It is none of these. It is the dollar mark! And some of this tribe have had the consummate nerve to look at the modest fees of doctors and proclaim to the world that doctors are overcharging.

The lawyer in general practice may be thought fairly comparable with the general practitioner of medicine. Certainly this is not so in the matter of charges for service. The medical man gets two, three, or maybe five dollars, for a visit to his patient's home. That is, he gets it if he collects when the bill is rendered. The attorney sits in his office and his client comes to him and general-

AS TOLD TO FREDERICK A. FENNING

ly pays the fee before he can get back into the fresh air. Sometimes it happens that the fee shock necessitates the client going straight to a heart specialist, which is some help to the medical fraternity, though it is added expense to the client-patient.

Recently at my club, one of the men in our group advised another to consult a lawyer. The man to whom the suggestion was made at once put on a "spinach face." This contortion of the facial muscles is familiar to physicians, but never before had I seen it except on patients who had just been advised to eat spinach. This was a good indication of the way laymen look at lawyers—just as so much spinach.

Look at the ease with which the lawyers collect fees for which they have to bring suit. First, however, we must remember that such instances are relatively few, for a lawyer gets a retainer when he starts work, an encourager when he gets under way, a trial fee as the case goes to trial, a booster when the time arrives for a speech to the jury, and half of

his client's property when the case is concluded.

If a lawyer sues for a fee he has no payment to make for counsel services, he has the brotherly sympathy of the judge who used to practice law, and when he gets judgment he knows exactly what property the defendant has that is subject to attachment and can be made to satisfy the judgment.

When a doctor sues he has to hire an attorney, and submit the reasonableness of the claim to a jury of men and women who know nothing whatever of the value of professional service but have no hesitation in deciding that the doctor is asking too much. Any judgment that the doctor may get is likely to be an expensive luxury unless he can find a way to make the defendant pay.

Cast your optics on lawyers when they are considering serious problems, and then look at surgeons preparing for an operation. Yes, and do not overlook the results to clients and patients.

The surgeon studies the physical condition of the particular individual on whom he is to operate. Then he aims to use the most approved technique, he insists on the latest methods of sterilization of appliances, and his safeguards against infection are those of 1932. Given a Chinaman's chance, the patient recovers.

The lawyer starts with Volume 1 of the Supreme Court reports and works backward through the Code Napoleon, Coke and Chitty and Black- [TURN TO PAGE 103]



Give the Patient

IF YOU DISAGREE
DO IT WITH TACT

By Victor R. Small, M. D.

ONE of my patients is a woman who, at every visit, invites attention to the fact that she cannot take Aspirin. Some years ago she discovered that it "affected her heart." She was at that time being treated in a sanatorium of questionable ethical repute, and a physician there confirmed her fear in regard to this drug, and advised her to take Acetyl Salicylic Acid instead. Consequently she always gets the drug prescribed for her under this latter name.

The deception was a smart trick on the part of some doctor but it has caused no definite harm, and she has accepted it as an axiom for future therapeutic guidance. An exposition of the deception, at this late date, would serve no other purpose than to humiliate the patient.

The attainment of success in the practice of medicine requires, on the part of the physician, scientific knowledge and skill. It is also essential that he possess a knowledge of human nature, and that he exercise tact in dealing with his patients and with the patients' friends. This is an old truism, but fortunate is the physician who, early in his career, learns the truth of this assertion and then lays the foundation for his medical work accordingly.

The scientific phase of the practice of medicine is taught—

and taught well—in our medical schools, but little or no attention is given to the equally important personal contact phase. This is left for the physician to learn in office and sick room. Learn it he does, sooner or later, but often at a tremendous cost!

Laymen will seldom question a physician's skill or scientific knowledge. As a rule they will accept his diploma and medical license certificate at face value. In fact it is extremely seldom that a layman is ever heard to remark that, in his opinion, Doctor A "is not well read" or "does not know his stuff." If the doctor is spoken of disparagingly, it is because the person so speaking has some personal dislike for that particular physician, and *nine times out of ten, this dislike is founded on some unguarded expression or untactful act of the doctor.*

In the practice of medicine, the physician's judicious employment of tact is as important as the employment of his scientific skill—often it is decidedly more important—and to employ tact it is necessary that the doctor be a student of human nature, both in the aggregate and in the individual.

He must know something of the workings of the "mass mind," and he must also know the personal likes, aversions and peculiarities of his patient, and of the patient's relatives and friends.

nt His Way?

REE
ACT

. D.

medical
entention
impor-
This
learn
arn it
ut of-

estion
entific
y will
medical
value.
eldom
ard to
Doc-

"does
e doc-
ingly,
speak-
ke for
, and
s dis-
guard-
act of

dicine,
employ-
ant as
entific
more
tact it
tor be
e, both
e indi-

ng of
mind,"
e per-
pecu-
of the
riends

Having learned these things, he is then in a position to know when a given situation requires that he exercise the utmost patience and consideration. He also knows whether it can be managed most effectively, and without danger of loss of prestige, by resorting to the opposite extreme and literally "cussing out the works."

Tact implies the handling of a situation effectively and leaving all concerned feeling good about it, and the employment of tact, together with scientific skill in the management of cases, spells success for a physician.

A question that frequently confronts the doctor and taxes his ingenuity in this respect is: to what extent should he cater to the whims of the patient and tolerate the well-meant but meddling interference of friends and relatives?

When the doctor is called to see Mrs. Brown, who has a sprained ankle, and finds that some kind friend has covered the swollen ankle with a raw potato poultice, or when he visits little Willie Smith, who has bronchitis, and finds that Willie's anxious mother has the little patient's chest saturated with goose grease or skunk oil, will he proceed to laugh and make fun of their efforts at medication, or will he view them with an understanding, sympathetic toleration, knowing that they were made in good faith [TURN TO PAGE 95]



"SALTS!" he thundered, "I WON'T TAKE A DOSE OF SALTS FOR ANY MAN LIVING!"

He took his salts.

Crossing Lethe's Stream

By H. G. BULL, M. D.

IN the twenty years since I graduated from medical college I have assisted many candidates for operation to stem the murky waters of Lethe. But the occasion had never arisen for me to take a general anesthetic myself.

There is no doubt that a doctor, ill, derives a great deal from illness that has educational value. Certainly, he is in a better position to get the viewpoint of his patients if he, himself, has been through some of their experiences.

He can appreciate and thus emphasize the comfort derived from certain nursing measures. If he carries to his own sick-bed a little of the ability to observe that he is supposed to possess, it is not long before he has acquired rather definite opinions as to which of several drugs or nursing measures may be most helpful in this or that condition; and after all, the aim of doctors, nurses and hospitals is to make illness as comfortable as possible for the poor souls upon whom it is visited.

So it was with open arms that I welcomed the prospect of a general anesthesia, necessitated by an operation upon one of my knees. It is my sensations as I went under, and later emerged, that I am here attempting to record. Having fainted away on several occasions in years gone by—and fainting being an experience common to so many of us—I have that much of an armamentarium with which to begin; but some of my sensations

were so bizarre, so utterly foreign to anything in my previous consciousness, that I have difficulty in finding terms that will describe them.

I had no preliminary hypnos, as are usually given, so my ensuing experiences cannot be accredited in part to morphine, but solely to the action of nitrous-oxide and ether in the abolishing of consciousness. Nor was I strapped to the operating table: I simply slid my hands underneath my hips and promised to be good. A nurse was holding high my left foot while another was sterilizing the operative area at the knee.

I was all agog to see what I should see, when I was conscious of a very pleasant sweetish smell in the mask which bound my face and jaws.

"Is that gas?" I asked in amazement, for I had considered it as being mildly disagreeable. Yet this, in reality, was rather pleasant.

"I don't see," I remarked to the anesthetist, "why anybody should object to taking this; it isn't at all bad"—and then another long breath.

"The feeling is identical with fainting"—I thought—"exactly the same!"

My foot, now as if completely isolated from the rest of me, I could still feel being held in air by my nurse; with each inhalation I could feel myself becoming rapidly vaporized; it seemed that all the substance that had been

A DOCTOR INTROSPECTS ANESTHESIA

my body was being, at each breath, replaced by millions of little atoms of mist.

I experienced no loud noises, no bright lights, no dreams—simply a complete vaporizing of myself—and in the pleasantest manner!

With the last long breath that carried me over the bay (I think it was the fourth) I thought, "Well, this is the last one, and I may not come out of it; you never can tell. (And then absurdly)—"if I don't, I never can tell them how it felt, and I will never be able to tell them that my last thought was that if I never came out of it I could never tell them how it felt..."

Then fell the curtain.

One day my two little girls were playing "tonsil operation." The "patient" was duly wrapped in a sheet and her head bound with a towel. Then the "doctor" held something before her face,



whereupon she went to sleep. After a few seconds the "doctor" removed the towel from the "patient's" face and the operation was over!

"But," I had remonstrated, "you have not removed her tonsils; you did not even open her mouth!"

Whereupon I received the astonishing assurance: "Why, yes, I did, that is all there is to it!"

Then I realized that all they remembered was the preparation, and the beginning of the anesthetic! And so it was with me. Were I to describe my operation (and what a popular pastime it is!) I could do no more than the two little girls playing "tonsils"; and if Dreamland lies only in the Borderland of Consciousness, mine must be a very narrow strip of terrain, for I had absolutely no dreams whatever.

When Virgil wrote that the descent into Avernus was easy, but that to retrace one's steps and find the way back—"Hic labor, hic opus est"—he might have been thinking about anesthesia. In describing the beginning of my experience I am describing the effect of the nitrous-oxide alone; ether was added after I became unconscious; the recovery should involve a more complex experience—and it did.

My first sensation stood out like a solitary rock of consciousness in a sea of oblivion, for nothing was registered for some time before or after it. I recall feeling that I was like a volcano—all strain- [TURN TO PAGE 113]



"As I progressed, I began to realize the terrible mistake I had made in my first five years of practice . . . I discovered that there was nothing unprofessional in friendliness. . . .

A Second St

BUT IT MAY MEAN CH

I DO not profess to know what is responsible for the shifting ideas of doctors on the subject of locations.

"I will stay here five years, and then move to the city," says the beginning country practitioner.

"I will locate here, permanently, and build a practice that will grow with the community," says another.

Twenty-five years later the former may be the medical mainstay of the little community he foreswore to abandon in five years, while the man who located "permanently" long since responded to the urge that seems to overtake so many professionals to move from where they are to where they think they should be.

This migrating urge is by no means confined to the country doctor. Nor is it always actuated by failure in the location initially selected. Some men are by nature adventurous spirits. They respond to the call of mountains or seashore, or to the attractions of new countries with colorful futures forecast for them. I know a doctor who practiced for fifteen years in a thriving mid-western city, and who, without any reason discoverable to his friends, suddenly decided he wanted to live further west, selecting a city in Montana where he was entirely unknown. He was, as a matter of fact, successful in both places. Another of my acquaintances moved from Illinois, where he was very successful, to Oregon, where he failed to get on. The story of these two men, one who succeeded and one who failed, might be interesting, but it would not help to enlighten the doctor

who
chang
much
two r
their
The
ing lo
lems,
depend
plays
it doe
In t
late, v
ence o
tablish
muniti
teristi
influenc
the m
his pr
the m
cate, l
physic
not ye
will le
story.

"I fi
suburb
about
"and i
tions v
munity
tablish
not ba
tors. I
located
apartm
definite
conduc
environm
types o
to avoi
peared
tional
others
"I pa
mulate

Start . . . to Success

CHANGE OF PACE • By Hall Johnston

who feels now that he must change locations. There is too much difference in men—in these two men and in him—to make their experiences instructive.

The man who thinks of changing locations faces many problems, and in their solution may depend success or failure. Luck plays a very large part, just as it does in the business game.

In the story I am about to relate, which concerns the experience of a physician who tried establishing a practice in two communities of very similar characteristics, luck doubtless had its influence. I believe, however, that the manner in which he attacked his problems may not only help the man who thinks he must relocate, but also may interest any physician, anywhere, who may not yet be fully established. We will let this doctor tell his own story.

“I first located in a prosperous suburban section of a city of about half a million,” he told me, “and in the main I think conditions were favorable. The community, although already well established, was growing. It was not badly overcrowded with doctors. I set up a modest office, and located my family in a good apartment building. I had very definite notions as to how I should conduct myself in my new environment. I had observed many types of doctors, and determined to avoid certain things that appeared to me as errors in professional conduct, and to adopt others that appeared desirable.

“I particularly wanted to avoid simulating a certain type which

was fixed in my mind as one with an over-friendly, blustering attitude toward the public generally, and a far too intimate manner in dealing with patients. As a boy I had known a doctor who pinched the cheeks and patted the heads of all the children in the family, and who, while making a professional call, always inquired about the health of everyone, including the family cat and the neighbor's dog. He talked about everything and everybody. It looked to me like a good deal of it should be labeled advertising.

“As I say, I wanted to avoid any appearance of such conduct. I felt that it was up to me to maintain the dignity of my profession. At that, I was by nature a friendly person, and it may be that I had some fear of becoming just the type of doctor I was anxious to avoid being. At any rate, I carefully assumed a reserved, and what I thought to be a dignified attitude toward my new public, and I guess I went about most of the time with a rather serious expression on my face. I stayed close to my office, studied, treated my patients with dignified courtesy, and refrained from being very demonstrably friendly.

“The plan seemed to be rather successful. For a time I felt well satisfied. Af- [TURN TO PAGE 113]

. . . . no longer have any false notions about dignity and professionalism. I am genuine, real, natural. I am just myself, giving at all times the best I have.”

The Reward

THE campaign to raise a fund for the assistance of Sir Ronald Ross, whose discovery of the dissemination of malaria is one of the epics of medicine, makes a steady progress across the country. Physicians know better than others what the need for this assistance may be. Sir Ronald's declining years find him an invalid, paralyzed. He is in need.

People are fond of speaking of the fine tradition of the Thespian profession—the unwritten law which binds an actor to help a brother actor in distress. The same tradition, though perhaps less widely recognized by the public, attaches to the medical profession. The physician aids his brother physician in distress.

So this call will not go unheeded. The magnitude of the campaign makes the demand upon individual generosity exceedingly small. Quarter-dollars, half-dollars, and dollar bills are the commonest donations.

This is a tiny cost to pay to uphold a fine tradition—to help make supportable the final days of a life which has itself contributed so much to medicine. Send your coins, your dollar bills, your checks, to the secretary of the Fund, Dr. Robert L. Pitfield, 5211 Wayne Ave., Philadelphia, Pa.

It is only too true that the case of Sir Ronald Ross is no exception. Sad to say, there is a long list of men who have done noble service to the world through medical discoveries, only to realize that gratitude is short-lived. The names of Semmelweis and Roentgen are two names which come to mind instantly as two great contributors to the benefit of mankind, who found themselves in

d of Genius

need during their last days on this sphere.

To whom is the blame? Certainly not to these worthy men. Centuries of tradition (and indeed apart from tradition, their own temperament) made them scornful of self-profit from their discoveries. It is easy to say, "The world is to blame for failing to appreciate their efforts by a substantial reward"—but that does not prevent a repetition of such misfortune.

•

The ultimate blame, of course, rests with the medical profession itself for its ineffective economic organization.

Organized medicine may boast of many accomplishments: its interchange of scientific thought, its guardianship of professional morals, its holy watchfulness over the practitioner's armamentarium. But its watchfulness over the welfare of its own—its Sir Ronald Rosses, its Semmelweises and Roentgens—is a shameful thing.

Most shameful of all is the fact that organized medicine has allowed the two-edged sword of Misdirected Philanthropy to wield its way without resistance. If the billions of dollars now spent on bigger and better white temples of health (in which, incidentally, no one serves free but the doctor) were in part directed toward the establishment of trust funds to insure our most brilliant workers a few declining years of ease, we could rightly carry our heads high.

The doctors of the United States are glad to be able to help their worthy comrade in distress. The sad part is that it had to happen at all.

H Sheridan Baker

Wastebasket

HOW I SORT MY MAIL



"It takes study to separate the wheat from the chaff. We cannot do without a capacious wastebasket; I work mine overtime occasionally, but nothing goes into that wastebasket until it has run the gauntlet of swift, searching scrutiny."

SOME months ago I happened to be visiting a widely known surgical supply house to examine some newly developed surgical instruments, when one of the firm called me over and handed me a letter to read.

"What do you think of that, Doctor?" The letter in question was a rather pompously written effusion from some newly born clinic in the Far West and was signed by an Unknown who styled himself Chief of Staff. In rather severe tones he admonished this long-established surgical house for its temerity in mailing "the clinic" circular matter describing new surgical instruments and supplies.

"The Clinic" wanted it to be distinctly understood that all advertising matter was routinely consigned to the wastebasket unopened; they played no favorites and the edict applied to everything but first class mail matter. Some of this latter might perchance contain a check now and then, so it was good business to waste enough clinic time to open it—but thumbs down on all else coming through the mails!

The surgical house executive had asked me what I thought of that. "Damphools" seemed to cover the situation precisely. Was I duly impressed with the pompous wording of this clinic letter? I was not. Most emphatically not. Depressed is the word. Depressed at the thought that fellow medical men, perhaps progressive in all strictly medical and surgical matters, were so unseeing, so utterly thoughtless, as not to realize that in all the advertising

... or File?

By J. B. H. Waring, M. D.

chaff that comes to the average physician's desk, there are many grains of knowledge; much pure wheat in the way of latest medical and surgical knowledge.

Assuming that we have been graduated from medical school, interned, State licensed, and our brass "M.D." sign all paid for and mounted before our suite of offices (said suite in the old days often consisting in rental of the front parlour and back sitting room from some family in moderate circumstances) and ready to turn an honest penny.

If we happened to be born with "selling" ability, we need no instruction along those lines. As the duck takes to Aqua, so the naturally gifted M.D. rapidly acquires "a practice", seemingly without effort. The rest of us (most of us, in fact) have to work long and hard to acquire that elusive practice. We know we are good; we frankly admit it, but how are we going to ethically impress that fact upon a reluctant, stand-back public?

The proposition is simply this: if we do not have the inherent "selling" gift, the only way to acquire it is by study; long, hard study and close observation of the "selling" efforts of the successful people we come in contact with.

Now take the average doctor's mail. Bills, plenty of bills, often with a generous sprinkling of "Please Remits", "Past Dues", and "Your attention is respectfully invited." Once in a long while a small check. The bulk of



our mail usually consists of circulars and samples on this and that new medicinal product, or newer and better surgical instruments—perhaps the latest X-ray or electrical outfit. Then again someone wants to sell us stock in the Death Valley Macaroni Company, Ltd.; or they want to tell us what bonds to buy; or what insurance we should have; or all about Sun-Bright Paints; or the patented Workless Floor Mop that every woman wants.

All right. Admitted that a lot of this circular material is worthless from our standpoint, that it is a waste of time even to open it, and that it should be filed in the wastebasket on sight. Yet here and [TURN TO PAGE 125]

Everybody's Business

By FLOYD W. PARSONS

THE pessimists declare that recent changes have been for the worse, that the "good old days" are past. They say that yesterday the stock market was patronized by comparatively few. Yesterday's recreations strengthened the muscles rather than stimulated the nerves. Family life was supreme. Parties and dances were given mostly in private homes. Morals were better. Smuttiness on the stage was hissed by the audience.

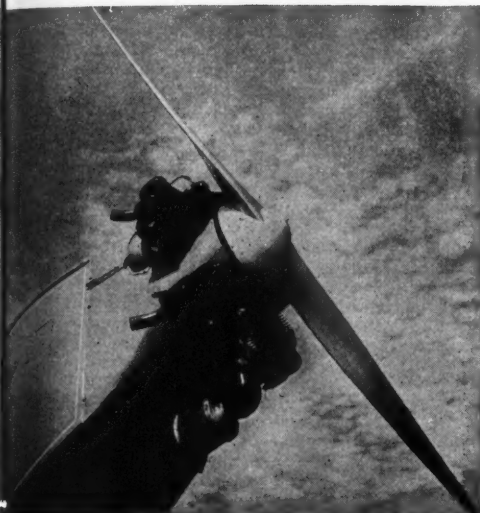
People lived in individual houses and had privacy. In the absence of speedy vehicles of transportation, social life was essentially a neighborhood affair. No canned music being available, the individual had to play for himself, and this cultivated talent and fostered self-expression. There was repose instead of restlessness and a complete absence of the present terrific urge to meet rising standards of living.

The majority of investments were reasonably safe. Jobs were comparatively free from the threats now created by a multitude of new discoveries. Not even grownups, let alone children, felt the need for constant thrills. Very little effort was devoted to manufacturing useless things. High-powered salesmanship was not employed to induce people to buy silly and imperfect products. There were no costly campaigns of publicity to force public acceptance of unwise policies and programs.

Installment purchase plans and other forms of easy credit had not been devised to persuade consumers to buy. The present great army of clever designers and fashion research experts had not yet been developed to bring about unending changes in styles so the public would prematurely discard the old and buy the new.

Such are the criticisms set forth as an indictment of present conditions. They not only have considerable justification, but might be largely extended. One could add that recent changes in our conception of dishonesty have not improved the situation.

The rules of fair play in the financial game have come to be no more observed than would be the case if one card player knew the order of the cards, while his opponent did not. Thousands of Americans put their money into enterprises of which they knew little—because the idea of investment was associated in their minds with early traditions of prudence and confidence. Even the financial statements of corporations have come to be of small value to



SET A COURSE, BUT WHERE?

"The nation must discover a large number of totally new industries, not competitive with older lines of enterprise."

outsiders unaware of hidden facts.

But not even our glaring deficiencies and the miseries of worldwide depression should be allowed to blind us to the amazing progress of America and the tremendous opportunities that lie ahead. Yesterday may have had its advantages, but there was no mechanical refrigeration. Butchering had to be done in cold weather. Off-condition food products were accepted as a matter of course. A loss of 10 to 20% in perishable commodities was considered inevitable.

There were no automobiles, movies, radios, or a hundred other things now in common use. Household furnishings and appli-

ances had remained unaltered for years. Epidemics swept the larger cities. Streams and streets were polluted with sewerage. Medicine and surgery were crude. The "Pony Express" was the chief means of travel between the East and the West. Stamina, rather than comfort, was the goal of the manufacturers of vehicles.

Years passed, and electricity was ushered in to revolutionize habits and practices. The introduction of the elevator brought along the skyscraper. Radio made the world a "Main Street." The old yardsticks used in measuring business activity became misleading, if not altogether worthless. The figures showing freight-car loadings, activity of bank checks, workers employed and factory production became inadequate and deceptive. They left out of consideration such things as the performances of motor trucks, pipe systems, high-pressure electric transmission lines, transfers from one bank account to another, and the increase in substitute products. [TURN THE PAGE]

National business leaders were overwhelmed by the rapidity of change and became confused. Economists floundered and statesmen disclosed inability to create plans for the future guidance of trade and industry.

But human ingenuity and scientific resourcefulness were never more active than right now. At no previous time have there been so many new industries and new arts in the process of incubating, nor such a great number of new ideas in the course of development. All about us new inventions are "popping." Hard-pressed corporation managements are improving practices and cutting costs.

No one is wise enough to foresee the importance of many problems up for solution. Not even the research worker himself can fully visualize the ultimate effects of his latest discovery. Faraday never dreamed that his electro-magnetic work would yield such important results. Similarly today we lack all conception of many vital changes close at hand. But there are facts before us which may be used to draw conclusions concerning the outcome of various current trends.

In the field of finance we may be sure there will be fundamental reform of present banking laws. The savings of the public will be better safeguarded, probably even guaranteed. The limits on postal savings will doubtless be raised from \$2,500 to \$5,000, and since the government puts this money back on deposit in the banks, here is provided one method of having the government guarantee deposits.

The general trend will be toward tax changes that will more largely "tax the rich." Recent decisions of the Interstate Commerce Commission indicate plainly that strong individuals and corporations in the future will be required to help the weak. The

tendency will be more and more for the law of Demand and Supply to take the place of the law of Supply and Demand. This means that consumption will be primary and production secondary, reversing the policy of recent years.

We will abandon the notion that all parts of the railroad plant must be operated in intense competition with all other parts. Every country but the United States has dethroned the fetish of unrestrained competition in transportation. Remarks of federal commissioners contain a hint that we also must change.

The composite index of commodity prices will tend to flatten out. Advances will largely offset declines until eventually basic necessities will reach a better state of balance.

Just ahead of us are definite forms of business control operating under the authority of a super-council. Considerable progress will be made in regulating national developments and allotting production quotas to the various industries.

For some years to come business will be governed largely by caution and vigilance. Such factors as obsolescence, unexpected change, and incompetent management will be carefully studied and appraised. It will be recognized that industries rise, grow, flourish and die; nothing "stays put" for very long; nature is always at work with "red ink," days, nights and Sundays.

If we are to continue to enjoy the same rate of growth that has prevailed in our country and at the same time create large capital reserves for insurance of various kinds, unemployment and old age, as well as life, the nation must discover a large number of totally new industries, a great many of which must not be competition with older lines of enterprise. Only in this way will capital be able to increase without damage to existing capital.

the cluttered desk

"SKIPS," so-called by credit men, are those people who run up a lot of debts and then go away, leaving nothing behind but the unpaid bills and their names over the doorbell. Up to now, it has been impossible to trace them except by trickery (such as sending a vague notice having to do with a will, or a "package awaiting shipment," or anything which induces the debtor to show himself).

Postmasters have not been permitted to divulge a forwarding address. Congress has improved this situation by a recent act, authorizing the Post Office department to trace a "skip" for a fee of 23 cents.

The procedure allowed by the act is simple. Send a registered letter to the last known address of the debtor, marking the envelope "Return receipt requested showing address where delivered." If the letter reaches its destination (and it usually does) the post office department mails a receipt back to the sender—and there is the new address!

Militant action, so much used in other fields for accomplishing purposes, is slowly but surely becoming a weapon in the health field. The physicians' strike in France a few years ago was an outstanding example. Last month student nurses in the Wichita Hospital, Wichita, Kansas, walked out in protest against the board's decision to discontinue their monthly allowance.

Business men who read *Nation's Business* are having their weaknesses pointed out to them in a series called "Gallery of Popular Fallacies." Ideas like "A Dollar's a Dollar" and "It is

Cheaper to Rent Than to Own a Home," are knocked over.

Among the fallacies for December was this one:

"I DON'T NEED A DOCTOR,
I'VE NEVER BEEN SICK."

It was contributed by the Wayne County Medical Society, Detroit.

When the house owners in Milwaukee get their water bills this month, they will see this note printed in the corner:

"HOW IS YOUR HEALTH?"

Many serious diseases show no symptoms at their onset. They can be detected only by means of a complete medical examination. Most of them can be cured, and all of them improved through early treatment."

Another instance of municipal cooperation with the private doctor.

Too many doctors? Supposing there are, what is there to do about it? Mexico provides an answer. The San Luis Potosi state legislature has passed a law suspending all courses in medicine within the state for a period of five years—thus temporarily shutting off the supply of newcomers, and giving the older physicians an opportunity to earn their stipend. Here is one example of intelligent cooperation between the law makers and professional men, and it comes from Mexico!

Two more medical societies about to emerge from the chrysalis of silence and undertake publicity campaigns, are the Maricopa County (Arizona) Medical Society, and the Honolulu Medical Society. Both are getting cooperation from the local newspapers in working out a program.

Apparently Well and Growing —yet Calcium-poor*



THE clinical experience of almost every child specialist includes cases wherein the patient appeared to be in sound bodily health, and normally growing, and yet was receiving insufficient amounts of calcium—so greatly needed for bone-building.

Klim Powdered Whole Milk provides an easy way to combat this condition. For Klim contains 0.96 percent. available calcium, or eight times as much of this essential mineral as is found in fluid milk, long recognized as

the optimal source of this nutritional requisite.

By adding Klim in powdered form to children's recipes, you can help to assure an abundant supply of this important substance in its most assimilable condition.

For the convenience of physicians, the Merrell-Soule Division of The Borden Company has prepared a useful pamphlet containing children's recipes reinforced with powdered whole milk. It will be sent on request.

**"... it is plain that the calcium-poor condition of body in children may coexist throughout much or all of the period of growth with normal increases of height and weight and with every appearance of good health as indicated by physical examination."*

Sherman and Booher. Journal of Biological Chemistry.
September, 1931, page 103.

Avoid calcium deficiency by using Klim. In addition to this mineral, it increases the vitamins, fat, carbohydrate, and protein of ordinary diets.

MERRELL-SOULE DIVISION

The Borden Company

Dept. ME, 350 Madison Avenue, New York, N. Y.

KLIM

POWDERED WHOLE MILK



Taking History in the Health Exam

By C. WARD CRAMPTON, M. D.

THE man you are examining has a history. He may be thirty years old, but, in a sense, as Dr. Charles B. Davenport has said, "He is thirty thousand years old," and more. Part of this history we are accustomed to take for granted; much more we instinctively infer, but some of it must be made the subject of inquiry. If we knew it better, the medical management of lives could be more effective.

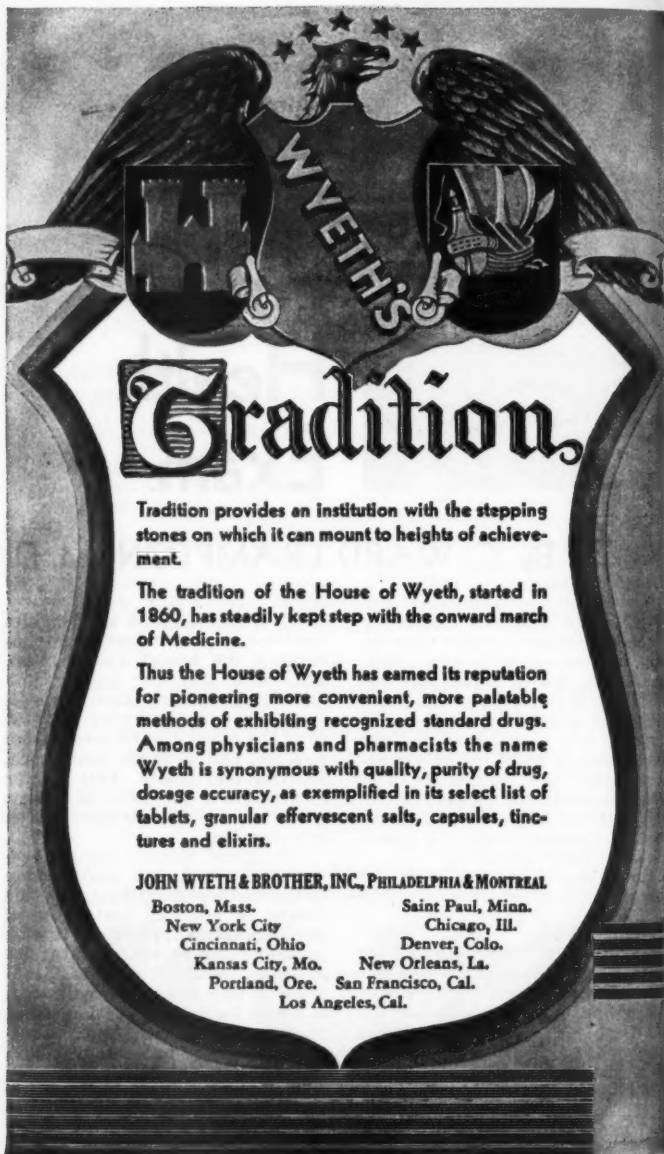
How should the history be taken?

An excellent way is based on the doing of the health examination in two visits, a practice which has many advantages. On the first visit, which may be a brief one, the health client is given a history blank to take home and fill out. This blank is designed not only to get informa-

tion; it can suggest good habits and it can give information concerning the health examination. This will save the asking and answering of many questions, will economize time and may serve to turn the client's mind away from anxiety, and towards confidence, security and health. This matter of attitude is the most important essential in the whole health examination.

The client returns for his second visit with his contribution to the history completed, but this record is not full history until the examiner supplements it with pertinent and necessary data; for example, the client reports "head-aches." The physician will wish to know location, duration, time, quality, relationships, etc. No history can be completed by client, nurse or assistant.

The history is divided as follows:



Tradition

Tradition provides an Institution with the stepping stones on which it can mount to heights of achievement.

The tradition of the House of Wyeth, started in 1860, has steadily kept step with the onward march of Medicine.

Thus the House of Wyeth has earned its reputation for pioneering more convenient, more palatable methods of exhibiting recognized standard drugs. Among physicians and pharmacists the name Wyeth is synonymous with quality, purity of drug, dosage accuracy, as exemplified in its select list of tablets, granular effervescent salts, capsules, tinctures and elixirs.

JOHN WYETH & BROTHER, INC., PHILADELPHIA & MONTREAL

Boston, Mass.	Saint Paul, Minn.
New York City	Chicago, Ill.
Cincinnati, Ohio	Denver, Colo.
Kansas City, Mo.	New Orleans, La.
Portland, Ore.	San Francisco, Cal.
Los Angeles, Cal.	

1. Heredity.
2. Previous illnesses and immunization.
3. Previous and present methods of life management, regime and environment.
4. Present complaints.

1. Heredity:

The question, "Do you believe in heredity?", is not debatable, among the well informed. Heredity determines the number of arms, fingers and kidneys, the kind, arrangement and quality of all organs, and all the cells of the body. It exerts a large influence on the events of life and the nature of disease, recovery and death. Much is known about heredity, but much more is in process of assay, and more, no doubt, remains as yet unguessed. As a practical measure we inquire as to the following:

- (1) Neuroses: Hysteria, etc.
- (2) Nervous diseases: Muscular dystrophies, etc.
- (3) Constitutional diseases: Diabetes, etc.
- (4) Allergies: Asthma, etc.
- (5) Circulatory: Myocarditis, etc.
- (6) Unclassified: Jaundice, etc.

2. Previous illness:

Every illness results in victory, death or armistice. If the victory rests with the man, he may be immune from further attack, he may be damaged and weak and subject to other illnesses, or the disease may remain entrenched for a period of uneasy and dangerous truce.

Illnesses recur in their own form or forms, or as other diseases. There is a great group of diseases and disabilities caused by the staphylococcus. These are often seemingly unrelated, but in reality they are one disease, occurring at various times of life in various places, such as the skin, sinuses, tonsils, bronchi and kidneys, while their toxins range further. The streptococcus is even more versatile and protean, while tuberculosis and syphilis are no-

torious for their lifelong infestations. They can often be discerned in "Previous History."

3. Life habits and environment:

It is easy to neglect the undramatic, but one cannot escape the effect of a wrong way of living. Exercise or the lack of it, diet, sleep, rest, work, play, sex affairs, worship are the usual categories. Environment means much to the man who has lived in a malarial region, or in a streptococcus or tuberculosis infected family, and his present surroundings are of definite import. It is the search for these facts and their significance that makes the health examination laborious. It is skill and understanding in this field that makes greatly for success.

4. Present complaints:

While the search in heredity, previous illnesses and regime is like the exploration of a diversified terrain in search of signs of valuable mineral, the consideration of present complaints is out in the open like a fox hunt, with the quarry in full view and the hounds at his heels. The chase is not always an easy one, but it is always dramatic, eventful and interesting. This field has been well covered by others. But it is well to note the fact that this is the field of pathology, and yet it is essential to the health examination.

All that the writer has attempted to do is to present a topical resumé of the subject of history taking in the health examination. The health examination will vary in length, scope, purpose and content, according to circumstances. The history taking will, in practice, similarly vary, but it will always repay the effort expended upon it.

Published by authority of the Greater N. Y. Committee on Health Examination.



The best recommendation a milk formula can have

THE number of physicians who have voluntarily informed us that they are successfully using Lactogen in the feeding of their own infant children and grandchildren is

constantly increasing as the months roll by. We could not ask for better proof that Lactogen not only theoretically but practically fulfills the nutritional needs of infants.

*A product offered
only through the
medical profession*



Samples of Lactogen will gladly be sent to physicians. Mail your professional blank to—

NESTLÉ'S MILK PRODUCTS, Inc.
2 Lafayette Street, Dept. 17-L-2, New York City

T
Pat
call
pat
can
con
hen
I
to o
tha
"eti
tre
the
tre
of
che
RO
ave
hav
tho
gen
such
B
pre
ills
I ce
ble
side
sho
I
yea
ber
com
ples
one
to p
ache
give
N
phy
felt
whe
me
and
live

And WE Laugh, Too!

"THIS DOCTOR'S WIFE" GETS SOME COMEBACKS

THE long, sad, and almost unbelievable story—"When His Patients Call Him, He Goes"—calls forth a great deal of sympathy for its author. How she can still smile in the face of such conditions is beyond my comprehension.

I am quite pleased to be able to correct the author's impression that all Doctor-Husbands are as "ethical" as her husband. Do I treat my wife and family when they are ill? Certainly! Would I treat my wife through an attack of pneumonia or be her accoucheur? Certainly not! Ethics?—ROT! Certainly to my mind the average medical man would not have the ease and freedom of thought necessary to treat intelligently one of his family under such circumstances.

But that doesn't stop me from prescribing for the many lesser ills which they fall heir to, and I certainly think that I am capable enough to know when outside aid is needed—even if it should be only moral support.

I have been practicing nine years and married an equal number of years. In that time I have come to know quite a few "Disciples" and I don't believe there is one of the lot who would refuse to prescribe for his wife's headache—even the layman would give her an aspirin (all too true).

Now about this charging the physician's family—I've always felt rather highly complimented when a brother disciple singles me out to treat one of his family, and I go out of my way to try to live up to that compliment. I

The article published in December MEDICAL ECONOMICS under the head "When His Patients Call Him, He Goes; But When It's His Wife, He Just Laughs"—aroused a mixture of feelings. Incredulity, pity, amusement—but not much sympathy. Here are a few of the replies.

suppose though, if he were to call me for every little ache that he could very easily remedy himself, I would soon begin to lose some of my exaltation.

One thing I do know: if I referred my wife to another surgeon for gall-stones, I'd have just made the diagnosis; at least she would have had the benefit of a careful examination.

Yes, Mrs. Doctor's Wife, twenty years is a long time to put up with such exaggerated nonsense—I wonder how you can still smile.

But, I too smiled and almost laughed at your husband and the two visiting Disciples—making their examination of your poor eye and the resulting diagnosis. It must have been quite a "merry" visit.

I certainly hope you may always be able to keep your "point of view" quite detached.

An Ethical Disciple.

IN answer to the article written by a Doctor's Wife, please allow me to say that it is fortunate

Rheumatoid Conditions

Throughout the wide and complex arthritic syndrome — in conditions ranging from a "touch of rheumatism" to chronic arthritis — an effective therapeutic ally is to be found in OXO-ATE "B" (Tablets).

Analgesic and curative, OXO-ATE "B" reduces swelling and muscle spasm. It is compatible with other forms of therapy and is so reasonably priced (approximately \$1.50 for a two weeks' prescription) that it is easily available to all types of patients.

Samples and literature on request



OXO-ATE "B" TABLETS

(Calcium Ortho-Iodoxybenzoate)
For ORAL Administration

SMITH, KLINE & FRENCH LABORATORIES

105-115 North 5th Street, Philadelphia, Pa.

Established 1841

that MEDICAL ECONOMICS is not a lay publication. Were it such a publication woe be to the doctor-friends of those who would read it. There are so many discrepancies and untruths in the long article, that to contradict them all would require an article of equal length.

It is true that we live up to certain ethics, but they are reasonable ethics. The reason to my mind, why we do not treat serious illnesses in members of our own family is three-fold:

First: we wish to shun the responsibility attached to treating one of our own. Should a fatality occur we would be more apt to have a vision of death before us. This might have a psychological effect on the mind of many a doctor.

Second: In treating not only one of our own but a very close friend we are apprehensive, and the old adage that in trying to do too much we may do harm holds true. Such apprehension influences one's train of thought.

Third: In the eyes of the unwritten law, in case of death to a member of our immediate family, not being attended by an outside physician, we are laymen, and subject to investigation.

It is unfortunate that this woman married a doctor of the type she describes, but it is only because of his individual feelings toward her that she is made to suffer. Had she married anybody else of an entirely different calling, who would hold the same feelings toward her she would find fault with him also. She has an illusion that unless you pay for service you do not get it. I do not hesitate to say that many people who did pay for service did not get what she got gratis. Her illusion applies to many people.

In my experience doctors who treat doctors' families are only too glad to get the opportunity. It is a credit to a physician when he is entrusted with treating the

wife and children of his colleagues. He gets remuneration, many times over any fee that he might submit, by having patients referred to him, and this is what he prefers.

It was too bad about the splinter in the eye, but again it is not because doctors do not want to treat their own but because her husband did not care.

I am surprised you allowed an article of this type to consume so much space, coming from one so unfamiliar with the ways of doctors in general. Her case is the rare exception, and no doubt she writes in a fit of anger. If she keeps it up she will be a good candidate for dementia, if she should not be classed as one already.

D. H. Cooper, M.D.

•

THE article by a Doctor's Wife is *amusing* and also tragic.

I think some doctors are crazy. I *myself* give my entire family the once-over several times a year, and whenever an ache or pain is noticed medical attention is immediately given, by myself.

No other doctor would ever touch my family as long as I am around. I would not for one minute think of letting any other doctor but myself conduct my wife's confinement.

I treat doctors' and dentists' families but I present my bill for services and they (dentists) do the same to me.

That is the way we do it.

E. L.

•

THE wife's experience in December MEDICAL ECONOMICS, is so different from my own that I am going to tell my side. As the daughter of a long line of physicians and the wife of one for more than a score of years. I feel qualified to speak—indeed I feel challenged.

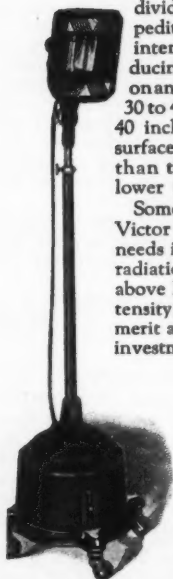
I have always believed a good physician the most noble of men

When Equipping for Ultraviolet Therapy

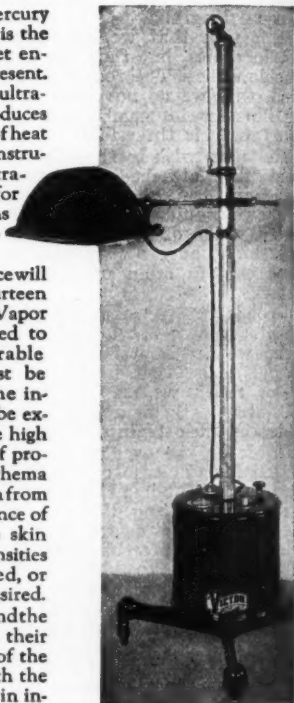
BEAR in mind that the mercury vapor arc quartz lamp is the richest source of ultraviolet energy known up to the present. Of all artificial sources for ultraviolet the mercury arc produces by far the smallest amount of heat (infra red); thus it is the instrument of choice where ultraviolet alone is desired, i. e., for the treatment of conditions in which heat is contraindicated.

The nature of your practice will determine which of the fourteen models of Victor Mercury Vapor Quartz Lamps is best suited to your needs. If a considerable number of patients must be treated during the day, the individual treatment may be expedited by the use of the high intensity lamp, capable of producing a first degree erythema on an average individual in from 30 to 45 seconds, at a distance of 40 inches from burner to skin surface. Even higher intensities than this may be obtained, or lower intensities when desired.

Some physicians have found the Victor Model "D" to meet their needs ideally. The quality of the radiation is the same as with the above lamp, differing only in intensity. It has real therapeutic merit and represents a moderate investment.



Model "D"



Model "B"

Let us send you authentic clinical data on ultraviolet therapy, with detailed descriptions of Victor Quartz Lamps, both air-cooled and water-cooled types. No obligations.

GENERAL ELECTRIC
X-RAY CORPORATION

2012 Jackson Boulevard

Chicago, Ill., U. S. A.

FORMERLY VICTOR X-RAY CORPORATION

Join us in the General Electric program broadcast every Sunday afternoon over a nationwide N. B. C. network.

and the best husband in the world. Of course I know the wife of a doctor will have her time interrupted—hours are irregular—and as far as shining in society, it is often difficult. In entertaining at home, the host is often called away in the midst of festivities, or not present at all; and I know how hard it is to call up a hostess at the eleventh hour and tell her the doctors chair will be empty at her dinner table. But we have marvelously understanding friends, and always are forgiven for late arrivals and early departures. It is all in the game, they know.

As for care when I myself am sick, my experience has been so different from the poor lady who has told hers, that I cannot but marvel. My doctor is all tenderness and care and eagerness to help when there is illness at home. And I mean just those words. He spares no trouble or expense for me. I know his wealthiest patient receives no better care.

And that is just what has always impressed me most about these marvelous doctors. Money is a very secondary question when it comes to real service. The desire to help comes first with them.

I know the unwritten etiquette of a doctor not attending his own family. When we have had need of our doctor friends, it has always warmed my heart at the generous and eager response.

Just recently I have had to have some rather disagreeable and painful work done in my throat. I must confess I was a bad patient and as I dreaded treatment neglected to go as often as I should. The physician, a very busy specialist was so kind, even telephoning me that I should come to see him, that I went as much to show my gratitude to him as for my own good.

My friends all marvel at the way my maids have stayed with me, one having been in my ser-

vice twenty-six years, the other thirteen. I truly believe it has been the doctor's kindness to them more than my own. They have always had the best of care in any illness, great or small, at absolutely no expense to them. One of the girls had a very serious sudden illness a few years ago. One of our surgeon friends operated upon her and my husband attended to every hospital and nurse bill, while paying her wages during her time away from service.

When the doctor himself had a very dangerous illness some years ago his colleagues simply flocked to his assistance. Such kindness to me—such care of the patient! You can't say anything against these doctor-men in my presence! I know what they are.

Nothing that breathes is too insignificant to go without their healing touch in time of need. About a year ago a police dog bit my fox terrier, badly tearing his neck. I attended the little invalid as best I knew how. At bed time I asked my husband to look at the little fellow as I feared he was badly hurt. One glance assured him that he was worse than I feared and he scolded me for not having spoken to him sooner.

He telephoned a colleague, told him his trouble and asked if he would give an anesthetic to the little fellow while he operated. In brief time; the friend was there and the little dog was tenderly operated upon and bandaged.

No, the lady is wrong. Doctors are the best men in the world. Long may they flourish. We would be poor indeed without them and fortunate is she who has one for a husband.

Mrs. Edna M. Shepard.

THE doctor's wife in MEDICAL ECONOMICS, should not go unchallenged. Her article would probably be more effectively answered by the wife of a physi-



HER UNDYING GRATITUDE

The married woman in precarious health will appreciate your frank advice on the intimate subject of feminine hygiene. It may save her life.

Her appreciation will be doubled when you specify the method that reduces protective feminine hygiene to its simplest form.

The preference of refined women is definitely realized in the application of Ortho-Gynol, approved for feminine hygiene. There is not the slightest offense to delicacy in its use. No embarrassment, no annoyance, no bothersome details.

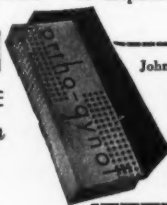
Women welcome freedom from the douche. A single application of Ortho-

Gynol through the convenient nozzle suffices for several hours and should not be removed until the next morning. An effective aid in treating leukorrhea.

Clinical research in New York hospitals proves the dependability of Ortho-Gynol for feminine hygiene. This preparation, perfected after two years' research in Johnson & Johnson laboratories, is a combination of bland gums, dissolving very slowly in water, with an antiseptic that has been found most efficient. It is advertised only to physicians and available through your pharmacist or regular supplier. If you prefer, prescribe or dispense the "unlabeled package."

ortho-gynol
FOR FEMININE HYGIENE

Johnson & Johnson
NEW BRUNSWICK NEW JERSEY



Johnson & Johnson, New Brunswick, N. J.

Send me free package of Ortho-Gynol (value \$1.50) and booklet.

M. D.

No request honored unless name is listed in medical directory. 1-3

cian, but the experience of any one wife is bound to be rather limited, as was that of the doctor's wife who wrote the original article. The position of a doctor's helpmate is an important one; books have been written about it, and anything affecting it in such a measure as medical care should not be treated rashly by one who has experience with but one or a few cases.

Let's first study for awhile the make-up of the lady who wrote the article and that of her doctor-husband. She is plainly introverted and of a paranoid trend of mind or she would never have gone to the trouble of writing the article. She has kept these things penned up inside of herself for twenty years, and now they burst their bounds in this fashion, and she undoubtedly feels better. She readily admits that she keeps things to herself when they hurt. She sat through a dinner with a broken ankle, because she was the praecox sort of person who could do that sort of thing.

Now, what sort of fellow is this husband of hers? A pronounced manic, extroverted type, likeable, undoubtedly. He can laugh off anything not directly affecting him. He does things in a hurried superficial manner, or he would have seen that cinder in her eye, noticed her broken ankle, or heard the bronchiectatic rales in her lung base. But he is surely likeable or she wouldn't have put up with such mistreatment for twenty years.

To get down to the meat of the subject, I do not believe that doctors' wives are neglected medically by their husbands. I speak from the experience of three years spent in four hospitals where doctors' wives were nearly always included in the list of patients, from several years experience in general practice, and from a good many years as son of a doctor, and lastly as a seasoned husband of a doctor's wife.

In the dozens of doctors' families that I have known intimate-

ly, there has been but one instance of evident neglect of a wife and mother of doctors, and in that case the circumstances were so complicated and extenuated that there is a reasonable doubt as to whether we should offer criticism. In fact, my experience has been that as a rule the doctor's wife is accorded unusual courtesy and care; she has consultation with the best specialists available under the guidance of her husband. And the fact that doctors treat their wives for minor ailments is a matter of almost daily observation with me. I should say that the lady who wrote the article has plenty of cause for loud and vociferous complaint, but she should not generalize.

The question raised about paying doctors for treating members of other doctors' families is an old one, and I believe of no importance. The old laundry slogan applies—"It all comes out in the wash." A physician has several ways of repaying his colleague who does him a service. He may send him patients, he may treat his family, or he may send a gift. Perhaps there are some pure business men in the profession who would prefer the gold standard, but I think it is a rather fine tradition, and I care not at all whether shopkeepers charge each other or not. As for dentists and lawyers, I believe a careful investigation would reveal that there are many instances of interchange of services without charge.

The life of a physician's spouse is seldom an easy one and often truly burdensome. But I believe the lady's accusation about medical care is unfounded in the large majority of cases. However, it won't do any of us any harm to look about our own domicile a bit and make sure.

A Doctor-Husband.

I N December MEDICAL ECONOMICS, which, by the way, I great-

Neuralgia and Neuritis

have a way of their own . . .

Heat, massage, extension of the limb are good ways to combat them. But just take a grave condition of neuritis, rheumatism or arthritis, and try to lay a hot water bag over the painful part, or massage it, or move the limb! Not as long as the patient has an ounce of strength left to resist.



Neuralgia and neuritis have their own way until subdued by ATOPHAN. One or two doses usually relieve the pain and make the application of physiotherapeutic measures: massage, heat, extension of the limb possible.

Atophan, the *original*, specially purified phenylcholinic acid, relieves pain and reduces congestion. It also increases the elimination of uric acid and inhibits its production in the body.

That is why nothing has yet successfully replaced Atophan in the efficient treatment of rheumatoid, arthritic and neuralgic affections.



ATOPHAN *for Rheumatoid Affections*

SCHERING & GLATZ, 113 WEST 18th STREET, NEW YORK CITY

ly enjoy and appreciate, there appears an article by a doctor's wife. I gather from this that the poor lady is practically an invalid, and has been for some years, due entirely to the neglect of the doctor-husband. If she has represented the true state of affairs, and I am not doubting her veracity, then the doctor is guilty of gross negligence.

If there is anything in the code of medical ethics which forbids a doctor from attending members of his own family, I have never heard of it. If this alleged prohibition exists, I know a great many physicians who are guilty of violating it. I am guilty myself.

I have a fairly wide acquaintance among the doctors in my section of this state, and I know for a fact that they are apt to be a little more concerned when members of their own families are ill, than when some one else is ailing. They are apt to devote more time to a case in the family than to one outside. This may be wrong, but it is the natural reaction.

I really can not conceive of any physician worthy of the name, who would allow his wife to go untreated over a period of years with two ailments like bronchiectasis and a gastric ulcer. Nor can I conceive of a man who would fail to immediately attend his wife if she fell downstairs and fractured a bone in her ankle. I can hardly believe the statements I read are true, although why she should write them in detail, if they are not true, is more than I can fathom.

I do know, however, that her situation is the very rare exception. It is a good thing for her husband that his patients are not aware of the conditions in his home.

My experience is the exact opposite of hers when it comes to other physicians treating members of my family. I have a wife and three children. There have been times when it was neces-

sary for one or the other of them to be treated for some condition that was a little beyond my abilities. I have always found the doctors to whom I referred my wife or my children to be very courteous and anxious to do the very best they could. I never was able to detect that subtle difference which the doctor's wife referred to, in their attitude toward me or mine. If it exists, I have been too dull to recognize it, or else I have been fortunate in selecting colleagues to attend my family.

It is true that physicians do not charge for services to another physician, or members of his immediate family. We call it professional courtesy and it is just that. Regardless of the fact that most of us are in the profession to make a living, the great majority of us do have a few ideals left, and a few traditions. The inhibitions and traditions with which medicine is surrounded have been built up through the centuries, not especially for the benefit of the physician, but for the benefit of his patients—the general public.

Critics often overlook this entirely—of course some of the criticisms are just. We shall no doubt need to revise some of our customs, perhaps drop some of our inhibitions and traditions if we are to continue to hold the respect and confidence of the public, but these have no bearing on the relations of a physician to members of his family as patients.

In the article under discussion the lady recites her individual experience, and from that assumes that all doctors' wives and families are subject to the same neglect. God forbid! I know it is not true, and for that reason I could not allow her to go unchallenged.

A. M.

IN the December issue of this magazine, appeared a plaintive note written by a doctor's wife.

This lady brought up again the age-old question, "Should a doctor treat his family?"

It is only the probability that no one will answer her question, nor attempt to, and that her literary efforts will be ignored as have been her physical ills, which incites me to write the following reply, which, incidentally, it is hoped her husband will read.

My dear Lady:

The pathos of your position passes all humor. You are in a fix! I am glad you opened this question for it gives me an opportunity to discuss with you many points which have a bearing on medical ethics and economics, philosophy and practice.

To begin with, and this you should always keep strongly in mind, you are the wife, not of a tradesman, but of a man who practices a profession. And by tradesman I mean simply a man who makes a living by selling a commodity which in turn has been purchased from another tradesman, for cash. In other words, tradesmen do not extend "professional courtesy" to each other because their commodities have a definite market value. Why should they, as long as that value is known to the last penny?

How does this differ from your husband's work, you ask? In many ways. Your husband's services have a market value, true enough, but who is to estimate that value? Your husband? Even his lay patients do not always agree on his estimate and what a greater disagreement must necessarily be found among his brother professional men who are in a better position to know!

Should his professional patients attempt to put a cash value on services received? Pause before you answer. Might not such a frank evaluation occasionally embarrass your husband? No, I think it's too risky. Far better it is not to introduce honest tradesmen's methods into our profession.

You are only half convinced? Well, I agree with you. I think the matter is absurdly overdone, and hope you can help us rationalize it.

It has gone to such ridiculous lengths that the doctor's doctor (I have Osler in mind) finds himself so overwhelmed by the demands upon his time, skill, judgment and patience, by doctors and their families, that his only recourse is to retire from practice. Why should doctors, who can never hope to reciprocate, make demands which seriously handicap the Oslers in the remunerative practice of their profession? At present we can only call it the penalty of greatness.

Before suggesting any solution to the above, let us look for a moment at the other end of this scale of absurdity. Professional courtesy has, according to you, given rise to a situation wherein you, a doctor's wife, are automatically deprived of medical attention.

And now I am about to rush in where an angel might fear to tread. But I may as well be blunt. It is not professional courtesy; it is professional discourtesy. Your own words prove this. Consider them;—"as we lived in a village which at the time boasted but one other physician, I must either call this man (who never spoke to us due to professional jealousy) or go unmedicated. Naturally, I chose the latter course."

Need I say more? I will nevertheless. If your husband and his colleague (not rival) would act less like dogs snarling over a bone, and more like adult professional men who are practising medicine, you might find professional courtesy truly a delightful thing. What greater compliment can be paid one physician than to be asked to care for another's wife? And what can more firmly seal the bonds of friendship than to have cared [TURN TO PAGE 87]

Advertises \$11,000 Gift to Patients, So They Pay

REDUCES OLD ACCOUNTS BECAUSE OF DEPRESSION

THE depression may mean poor collections for most physicians, but it has brought a snow-slide of paid-up accounts to Dr. Ola Putman, a surgeon of Marceline, Missouri.

Dr. Putman began adding up old accounts one evening not long ago. When he arrived at the total, he sat looking at it for several minutes. Then came the inspiration.

A few days later this notice appeared as a paid advertisement in the Marceline News:

TO THE PUBLIC

Recognizing the fact that extremely low prices prevail for all local products, and that an excessive burden of debt will retard local business, I propose to deduct the sum of \$10,000.00 from accounts owed to me.

A list will be published each week—the credit given for the amount opposite each name until the sum of \$10,000.00 has been reached. The first list is published herewith:

Ola Putman.

A list of 75 names followed underneath this notice.

But this wasn't all. The Editor of the Marceline News saw a good story in this unusual advertisement, a story so good that he put it among the headlines on the front page. Here is what the Editor wrote:

A NEW METHOD FOR ENDING DEPRESSION

Dr. Ola Putman, prominent Marceline physician and surgeon, is contributing more than \$11,000 to aid in alleviating the economic depression in Marceline and vicinity.

This contribution by Dr. Putman

is in the way of cancellation or reduction of accounts due him for professional services. More than 200 persons in Marceline and vicinity will benefit.

Beginning this week, Dr. Putman is publishing in The News a list of names of all persons who will benefit by the cancellation or reduction of accounts due him. Another list will be published next week and the final one in the edition of November 6.

After the list had been compiled, it was found that the total amount in cancellations and deductions was more than \$11,000.

The physician believes that business can be speeded up if many accounts, some of which were contracted in the balmy days of prosperity, were reduced considerably or cancelled outright.

Many accounts affected by Dr. Putman's action are of persons unable to pay a part or all of their indebtedness at the present time. If these persons were given a "fresh start," it is believed they would feel more able to purchase now many articles of necessities.

This renewed "purchasing spirit" would revive business materially, Dr. Putman believes.

Prompt to clear away their accounts were many of the patients whose names had not yet appeared!

Dr. Putman explains the plan:

"I realized that the big majority of people who owed me could not pay, and that others probably would not make an effort to pay.

"Some of the accounts I cancelled entirely; others were reduced by deducting varying amounts from 10 to 50%. The amounts deducted—but not the

*The indications for internal
iodine medication are many*

SIOMINE

METHENAMINE TETRAIODIDE

meets these many indications because it produces the therapeutic effect of iodine or the iodides internally administered.

An organic iodide in solid form, Siomine is given in capsules, avoiding the distastefulness and inconvenience of solutions of the alkaline iodides. Gastric disturbance is rare, following its use.

"Siomine is best administered in capsule form during or immediately following meals."—N.N.R.

COUNCIL ACCEPTED.

Available in $\frac{1}{2}$ gr., 1 gr., 2 gr., and 5 gr. capsules.

PITMAN-MOORE COMPANY
Indianapolis

PITMAN-MOORE CO., Indianapolis.

M. E. 2-32

Please send me test sample of Siomine and literature.

..... M. D.

No. and St.

City State

amounts of the individual accounts—were published each week. A total of \$11,000 was deducted from my outstanding accounts.

"Most of those benefited were very grateful, and so expressed themselves. It seemed to give some of them a certain amount of confidence by reducing their indebtedness. Some paid no attention whatever, as it apparently made no difference whether they owed \$100 or \$50; they had no means of paying even one-half of what they owe.

"They were not charity patients to start with, but the effects of the hard times through

which we are passing has reduced the income of so many formerly good-pay patients that they now look on doctor bills as part of their expenses that can be entirely reduced.

"What I did has not hurt me financially, for I had come to the conclusion that the value of outstanding accounts had shrunk, and that admitting it would be as logical as admitting that the price of all other commodities had fallen. The last no one denies, as prices are published each day in all newspapers.

"Locally, the majority understood and appreciated, which was really more than I expected."

Receipt should show balance due

TO Dr. Fassett Edwards, author of "The Receipt Trick," an article describing a new dodge for reducing medical bills by half, comes this reply from Dr. K. L. MacLachlan, Melrose, Massachusetts:

"Would not the necessity of a law suit with its entangling legal forms have been avoided if the doctor used ordinary common sense business-house methods in sending receipts for payment?

"For example, whenever there was a balance due, the recipient of a payment should so mark the remaining balance clearly on the receipt, below the payment just received. Such payment can be signed by the doctor if desired, but it is not necessary. Also, the bill should not be receipted in full until all payments are made."

Here is a specimen bill illustrating Dr. MacLachlan's idea.

<small>STREET NAME JANU 1932 CREDIT BALANCE AMOUNT OF PAYMENT</small>		JOHN J. BLANK, M. D. 22 BELLEVUE AVENUE BRINTOWN, PA.		<small>TEL. BRINTOWN 1234</small> May 10/32
TO: <u>Mrs. John Doe</u>				
FOR PROFESSIONAL SERVICES RENDERED				
Mayland April	Bill rendered			\$60
Oct. 1931 —	Pd. on account 33 Blank	\$10	Balance	\$50
Nov. 1931 —	Pd. on account 33 Blank	\$10	Balance	\$40
Dec. 1931 —	Pd. on account 33 Blank	\$10	Balance	\$30
RECEIVED PAYMENT				



Any baby
taking its daily ra-
tion of DRYCO
is automatically
protected against
rickets!

"If all the milk for infants could be satisfactorily irradiated, there would be few, or very mild cases of rickets." Hess: Society Proceedings, Amer. Jr. Dis. Child. Vol. 41, No. 2, Feb., 1931.

Give Your Baby Patients Protection from Rickets
Through Their Food - - IRRADIATED MILK

PRESCRIBE
DRYCO
The Antirachitic Milk

Made from superior quality milk from which part of the butterfat has been removed, irradiated by the ultraviolet ray, under license by the Wisconsin Alumni Research Foundation, (U. S. Patent No. 1,680,818) and then dried by the "Just" Roller Process.

COUPON

Send for samples and new booklet:
"Irradiated Dryco."

The Dry Milk Co., Inc., Dept. ME,
205 East 42nd Street,
New York, N. Y.

ALL DRYCO IN THE HANDS OF DRUGGISTS IS IRRADIATED

The Doctor's Desktop

MORE INVENTORIES

Part Two A well-known physician author gives this description of the big mahogany roll-top desk at which he writes and practices:

No. 1 area (starting at right): About one dozen magazines, piled neatly, on top of which is a small black leather case history book. Out of these magazines project various sheets of page-size clippings from medical journals. Not tidily adjusted. At the edge of the desk, in front of this pile of things is a small mound of folded papers and small pamphlets awaiting a second reading, also some carbons of stories, in the making, not finished.

No. 2 area: A two-inch deep pile of letters and one tax dun from the County. These are pending completion and are not filed, else they'd be forgotten quickly.

No. 3 area: Fairly clear here, except at the back of the big leather and green blotter desk pad sits a small mahogany box containing a card file system for my writing. Alongside this loiters a desk pen holder of Mexican onyx and a big long pen arising therefrom.

No. 4 area: A few medical magazines, a copy of Time, a small pile of unpaid bills. The bill pile would be larger except that I pay them on the tenth of the month and they have not all arrived. Among these are scattered a few private letters, which pile up until I can't stand it any longer and answer them.

No. 5 area: A five-inch pile, very untidy, of story work, in the making, carbons, plots, suggestions for articles and what have you. That's the editorial corner, so to speak, and I might add suggestively, the most disorderly of the whole big desk.

On top the desk, starting at the right, stands a picture of my dead wife and living daughter, the telephone (no room on the desk for it, although my long arms easily reach it). At its left stands a tall, hooded brass desk lamp, always running, often until midnight. A small, ornamental clock, a relic of the late war, an aviation clock mounted in an inlaid walnut base. At the left of the clock sits a dull green squat pot, on a black teak stand, sadly empty of flowers just now, although my garden harbors lots of roses now

in full bloom. At the left of the pot stands a picture of my only child, the daughter, as a fat little baby.

I did not mention the three bottles of samples on the left corner, relics of the recent visit of a detail man.

Now do you believe that I have the worst looking desk in the U.S.A.? But the rest of my office is as neat as wax. I let down at the desk. Often it holds a big Remington Noiseless.

A general-practitioner, also an author:

Telephone and roller pad.

Three medical journals and MEDICAL ECONOMICS.

Dictionary; samples left by a man who took up too much time; bank book in case someone gives me a check.

Pad of notes for those who have no check; pen, ink, erasers.

A couple of rejected manuscripts—and my speech. (My wife has not been in the office recently).

[TURN THE PAGE]

Some disorderly and littered, some clear and business-like—the physician's desktop inventories continue from last month. Check these against the material on your own desktop.



The ONLY Refinery Sealed Castor Oil in America---

**U. S. P.
TASTELESS
ODORLESS
NO AFTER-NAUSEA**

*"Protected from the
Influence of Air"*



Have you sent for your copy of Achievement?



32 pages of briefs on the achievements of physicians outside of their profession. Such names as Keats, Goldsmith, Holmes, Wood, Clemenceau, are among the famous men described in this most interesting booklet.

Sent free on request.

WALTER JANVIER, Inc.
121 Varick Street
New York, N. Y.

A surgeon:

Plate-glass under which is a small motto reading: "I once had three friends; to each one I loaned some money; now I have neither the friends—nor the money. I have resolved to lose no more friends."

An eye, ear, nose, and throat specialist:

Desk lamp for light, and hence inspiration.

Pen and ink stand for records, and hence accuracy.

Appointment book for the day's schedule, and hence foresight.

Letter-file for correspondence, and hence up-to-the-minute efficiency.

Telephone for contacts, and hence opportunity for tact and courtesy which promote business health.

(These make five important articles of salesmanship constantly under the doctor's nose.)

A general practitioner:

Small neat desk calendar for appointments.

Desk pad which opens out like a book and contains two blotters, or folds up to size 18 by 26 inches.

Fountain pen, a small neat one with base holder.

Cigarette humidor and neat brass ash-tray.

Telephone. (I keep all papers in desk and file cabinets).

A general practitioner:

Telephone, desk lamp, memo calendar.

Combination writing pad and systematizer.

Small bust of Napoleon, and a bud vase in which a rose is kept at all times.

A general practitioner:

Fountain pen, daily account sheet, memo pad.

Record of frequently used telephone numbers, blotters, clock, lead pencil, folder for day's mail.

Prescription pad. (Remainder of things such as case histories and health forms are filed in desk drawer, convenient for reaching without getting up out of chair or disturbing patient).

A surgeon:

Telephone, bundle of unanswered letters, calendar.

Pile of unread magazines, two text books of physics, a text-book on x-ray technique, and a text-book on diseases of stomach.

Small radio, and a box of cigars.

Prescription pad, pencil, letter-opener, and several miscellaneous bottles of samples.

Another general practitioner:

Deskpad, pen stand with two pens, ash tray.

Two letter-boxes for correspondence, calendar pad, paper weight, three hand stamps.

French type telephone, memo pad, and blotter.

(BUT on table behind me—papers, medical journals, and miscellaneous matter which the average doctor saves to read, and never does.)

Special hospital for movie patrons



The Emergency Hospital in the Roxy Theatre, New York, is equipped to take care of anything from a case of fainting to a major operation. The hospital occupies a whole suite on the fourth floor of the theatre. Twelve physicians are on call, and a nurse is always on duty during rehearsals and performances. Gangster pictures brought an increase in the number of hysteria cases treated.

V A P E X

**...RELIEVES CONGESTION
...REDUCES IRRITATION
...BRINGS PROMPT RELIEF**

THE application of a few drops of Vapex to a handkerchief during the day and to each end of the pillow at night gives off a pleasant vapor which relieves distress in minor nasal infections.

By contracting the spongy tissue of the nasal passages and reducing the formation of excess mucus, Vapex permits freer passage of air in breathing. It is valuable in aiding sleep when a congested condition retards slumber.

The vapor is non-toxic and is well tolerated by children.

As an addition to your regular prescription for colds, Vapex brings a prompt relief from the more distressing symptoms, tends to soothe the patient, and is refreshing.

A bottle of Vapex will be sent to any physician requesting it on his prescription blank.

V A P E X

Reg. U. S. Pat. Off.

E. FOUGERA & CO., INC., 75 Varick Street, New York. Distributors of Medicinal Products Since 1849

The 'Why' of Your 1931 Income Tax

By HON. OGDEN L. MILLS
Undersecretary, U.S. Treasury Dept.

I KNOW of no subject in which all of our people, irrespective of whether they contribute directly to the Federal Government or not, are more vitally interested, or one which it is more important that they should understand, than the financial position of the United States Government and the many fiscal problems

which confront our Government in these difficult times. Adequate comprehension and support on the part of the Nation is essential to the Government in the performance of its fiscal functions.

We closed the last fiscal year with a deficit of \$903,000,000. We are confronted this year with a prospective deficit of \$2,123,000,000, and it is estimated that expenditures will exceed receipts by no less than \$1,417,000,000 in the fiscal year 1933. If we contrast these figures with a surplus of \$184,000,000 in 1930, one of \$185,000,000 in 1929, and of \$399,000,000 in 1928 we are shocked at the

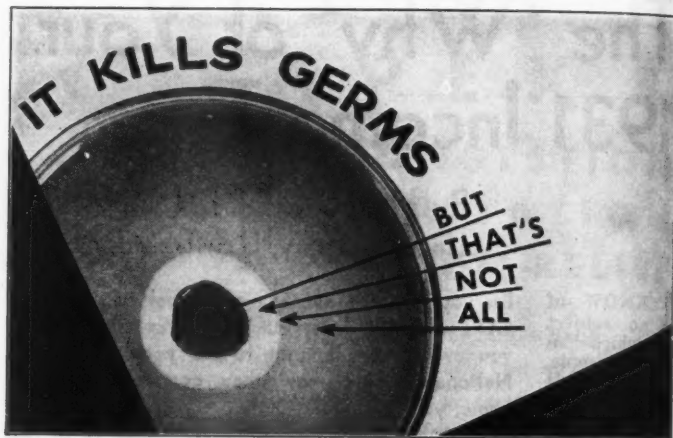
Do you, like the average man, feel patriotic EXCEPT when you write your income tax check? Have you ever given thought to the problems of the National Budget—how they concern you, your home, your savings?

Do you realize that the present depression is only a small sample of what might ensue from an unbalanced National Budget? Did you know that two-thirds of the Federal financial structure rests upon income taxes?

Read here what is probably the clearest exposition of national finances ever made by a government official. We print this article, a summary of Undersecretary Mills' address to The Economic Club of New York, because we believe EVERY DOCTOR SHOULD READ IT FROM THE FIRST WORD TO THE LAST.

violence and suddenness of the change.

For, while I am sorry to say that a falling off in income is an all too common experience these days, yet our Federal Government is so strong and our national resources are so great that somehow or other we feel that our Government should be superior to the ills to which individual citizens are subject. Indeed, there is so much truth in this conception that, as we shall see, the Government has but to make a further call upon available resources to put its financial house in order. [TURN THE PAGE]



Let us send you this demonstration

Every physician will be interested in reading this remarkable report, proving the antiseptic, germicidal and penetrating action of Unguentine. Write for it today and ask also for free Physician's sample.

Unguentine is a true antiseptic that more than meets the strict government requirements for antiseptic strength. It has, moreover, the unique advantage of being analgesic, healing, and in a form permitting prolonged, continuous contact with burn or wound, with consequent penetration of the antiseptic.

We emphasize the effectiveness of Unguentine, under the conditions of practical application.

It is efficient in the presence of

serum and organic matter, and is non-toxic, non-irritating, non-deteriorating. It quickly allays pain — does not adhere to the wound, nor interfere with the healing process. Above all, it is dependably antiseptic and may be relied upon to safeguard against secondary infection and its consequences.

Write for report, illustrated above, and ask for Physician's sample.

The NORWICH PHARMACAL CO.
Norwich, New York

Unguentine

THE ANTISEPTIC IN



UNGUENT FORM

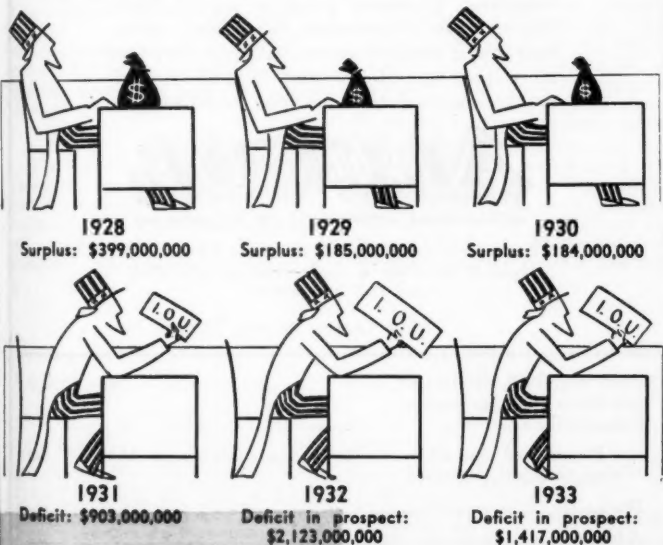
To grasp not only what has happened in the immediate past but what should be done in the immediate future it is necessary to understand our revenue system, and to note the essential fact that it rests on a very narrow base. Take the fiscal year 1930 as an example: We find that in that year, out of total receipts from taxation of \$3,626,000,000, no less than \$2,411,000,000, or two-thirds, was collected from income-tax payers, corporate and individual; \$587,000,000, or 16 per cent, from customs duties; and \$628,000,000, or 17 per cent, from miscellaneous internal-revenue taxes, of which the tax on tobacco contributed \$450,000,000 and the stamp taxes, chiefly on the issue and transfer of securities, about \$69,000,000.

But it is when we come to the income tax on individuals that the dangers incident to too narrow a tax base are most striking-

ly exemplified. The number of individual returns for the calendar year 1928 aggregated 4,071,000. Of this number 382,000 taxpayers contributed \$1,128,000,000 and the other 3,689,000 individuals who made returns contributed but \$36,000,000.

Clearly, under our system large and moderately large incomes bear practically the full burden of the individual income tax. Now, these incomes, as we shall see, are the very ones subject to the widest fluctuations, since they include business profits, and more particularly because in recent years the element of gain and loss resulting from the purchase and sale of capital assets has had on them a prepondering influence.

Taxes returned on individual incomes fell from \$1,164,000,000 for the calendar year 1928 to \$474,000,000, according to avail-



What the depression has done to our National Budget.

Hyperacid Stomach Treated Colloidally

IT has remained for colloidal chemistry to supply the answer to an age-old problem—"How to reduce the excess acid harmlessly in the treatment of gastric hyperacidity?"

The new method involves the use of a colloidal type of aluminum hydroxide known as ALUCOL.

ALUCOL does not act by chemical neutralization—it simply reduces the excessive acid by a physical process—adsorption, leaving a sufficiency of acid for continued peptic digestion.

ALUCOL is not absorbed into the system; therefore, it cannot produce an alkalosis. Furthermore, it possesses the added advantage that it does not cause that secondary and more pronounced rebound of acidity commonly observed after alkaline medication.

ALUCOL
(COLLOIDAL HYDROXIDE OF ALUMINUM)

Every physician interested in antacid therapy is urged to write for a trial supply of ALUCOL and full information.

Use Coupon Below

THE WANDER COMPANY,
180 North Michigan Avenue,
Chicago, Ill.

Dept. M.E. 2

Please send me, without obligation, a container of ALUCOL for clinical test, with literature.

Dr. _____

Address _____

City _____ State _____

able information, for 1930. The number of returns of those with incomes of from \$5,000 to \$10,000 fell from 561,000 to 506,000, while the tax paid fell from \$21,000,000 to \$17,000,000, or 22 per cent. Of those with incomes from \$10,000 to \$100,000, the number fell from 360,000 to 252,000, and the tax from \$409,000,000 to \$208,000,000, or 49 per cent, while of those with incomes of \$100,000 and over the number fell from 15,780 to 6,152, and the tax from \$700,000,000 to \$238,000,000, or 66 per cent.

While income from all sources declined, the one chiefly responsible for this almost perpendicular drop was gains from the sale of capital assets.

If we take the returns of individuals with net incomes of \$5,000 and over, we find that the aggregate net income returned fell from \$16,299,000,000, in 1928, to \$10,119,000,000, in 1930, or a decrease of \$6,180,000,000, and of this amount no less than \$4,230,000,000, or about 68 per cent, is accounted for by the reduction in net profits in excess of losses, resulting from the sale of capital assets.

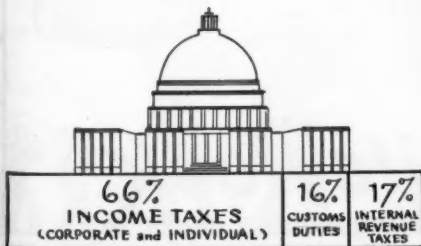
The question of taking into consideration, in the determination of taxable income, gains and losses from the purchase and sale of capital assets, has been the subject of much discussion.

Many people believe that this feature of our income tax law should be eliminated, on the ground that it tends to promote, rather than to discourage, speculation in periods of expansion, and that it has a depressing effect in times of recession. I am inclined to think that this criticism is too sweeping, and that the supporting data are inadequate.

For who can contend, as a matter of principle, that the handsome gain yielded without effort by a quick turn in the market is a less legitimate object of taxation than a hard-earned salary or the remuneration of doctors, lawyers, engineers, and other professional men, whose earning capacity is developed only through years of constant application and unremitting effort?

To summarize, our Federal Government relies on a very limited number of taxes, subject, generally speaking, to extreme fluctuations. It places its chief reliance on an income tax which, because of the character of its structure and the narrowness of its base, is susceptible to sharp increases and precipitous drops.

There is the situation. In this period of deep uncertainty the unimpaired credit of the Federal Government is the most priceless possession of the people of the United States. We assume its existence as we assume the con-



66 2/3%, or \$2,411,000,000, is dependent upon income tax payers (corporate and individual).

16%, or \$587,000,000, upon customs duties.

17%, or \$628,000,000, upon internal revenue taxes.

The tax foundation of the United States Government.

PLEASANT and Refreshing

in the diet of pregnancy

WHITE ROCK MINERAL WATER stimulates appetite, helps allay nausea, favors liberal water intake thus helping elimination, and gives the benefits of a mildly alkaline water.

Used as a table water, or sometimes a half hour before eating.

* * *

"Carbonated water is a useful drink in febrile affections, as it relieves thirst, allays nausea and gastric irritability, and is both diaphoretic and diuretic in slight degree. It is an efficient remedy for vomiting and in the form of iced champagne is one of the numerous agents which have proven efficacious in the vomiting of pregnancy."

—Dr. S. O. L. Potter,
Therapeutics, Materia Medica and Pharmacy.

*For Mineral Analysis or other
information, address*

**WHITE ROCK MINERAL SPRINGS
COMPANY**

100 Broadway

New York City



White Rock
The leading mineral water

tinuance of unlimited supplies of air and sunlight. It has been established through the pursuance of sound fiscal policy in the past and so must it now be preserved. The immediate cost in increased taxes is small in comparison with the immediate and lasting benefit to the Nation.

This credit structure of ours, depends to a very great extent upon the confident belief that the Government will meet its financial obligations promptly and punctiliously, on every occasion and in every emergency. Our currency rests predominantly upon the credit of the United States. Impair that credit and every dollar you handle will be tainted with suspicion.

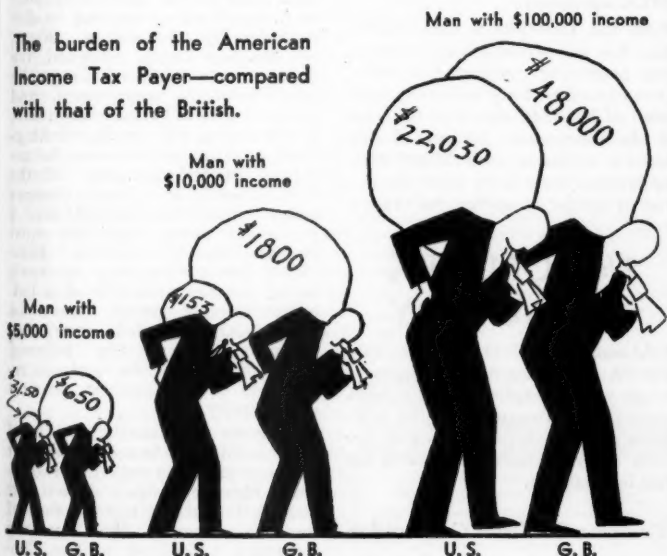
The foundation of our commercial credit system, the Federal reserve banks, and all other banks which depend upon them, are inextricably tied into and dependent upon the credit of the

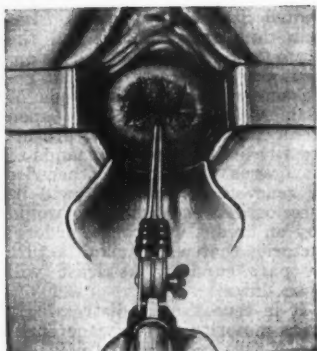
United States Government. Impair that credit today, and the day after thousands of development projects—they are still going on—will stop; thousands of business men dependent upon credit renewals will get refusals from their bankers; thousands of mortgages that would otherwise be renewed or extended, will be foreclosed. Merchants who would buy on credit, will cancel orders; factories that would manufacture on part capacity at least will close down.

It is true that a distressingly large minority of the wage earners of this country are now out of work. But we must not forget that a majority still have enough work to make a living. We have lost much; but we have infinitely more to lose.

What we still have, what we hope for in the future, are dependent in a large degree upon the preservation, unimpaired, of

The burden of the American Income Tax Payer—compared with that of the British.





Chronic cases of Endocervicitis

(with deep Nabothian cysts)

are best treated with the fine wire cautery tip, characteristic of COMPREX equipment.

With the COMPREX CAUTERY, heat flow is practically instantaneous, thus permitting completion of operative procedures long before the radiation of heat can extend to the stem of the instrument. Because of this feature, exclusive with COMPREX equipment, there is no local discomfort or danger of searing the vaginal wall.

The COMPREX • CAUTERY

Sold complete with electrodes at only \$28.50, and offers many advantages which cannot be duplicated in more expensive instruments. Yet the quality is adequate for a life-time of service. See your dealer, or write us for full information.

Comprex Oscillator Corporation
450 Whitlock Ave., New York City

the credit of the United States. It will cost something to preserve it. The cost is additional taxation. The wealthy, the captains of industry, the bankers, must contribute to meet this cost; but the small business man, the white-collar man, the farmer, and the wage earner, have an equally vital stake in the preservation of the Nation's credit. The new taxes will cut into the incomes of the rich, and they will affect by some small amount the contributions made to the Government by those in moderate circumstances. But the result—the preservation of the Nation's credit—is worth this cost, and for that matter, an even much greater one, to all who are called upon to make some temporary sacrifice.

As the Secretary of the Treasury pointed out in his Annual Report, there are certain basic principles in the conduct of public finances which can not be disregarded by any nation. First, the sinking fund, designed for gradual retirement of the public debt, must be maintained, and when of necessity the public debt is increasing, the regular sinking-fund appropriations must be accepted in the accounts of the Government as fixed charges against revenues. Second, over a period of years, revenues must be equal to expenditures. Deficiency for a time may be inevitable, but the principle of a balanced budget must never be abandoned, and when emergency conditions upset the balance, every effort must be made to restore it at the earliest possible opportunity.

Bearing constantly in mind that additional taxes should not be so great as to retard the business recovery, upon which the restoration of the normal flow of revenue depends, the Treasury program submitted to the Congress December 9, 1931, has three definite objectives: First, a re-

ates.
serve
taxa-
ns of
con-
t the
white-
the
y vi-
n of
new
omes
affect
con-
vern-
cir-
—the
cion's
d for
reat-
upon
rifice.

duction in the prospective deficit this fiscal year; second, no further increase in the public debt in the fiscal year 1933; third, a balanced budget in 1934. We do not feel justified in asking for more; we would have failed in our duty had we recommended less.

reas-
annual
basic
pub-
e dis-
First,
for
public
and
debt
king-
e ac-
t the
arges
ver a
must
Defi-
inevi-
a bal-
r be
gency
lance,
to re-
missible

Generally speaking, the program provides for the retention and in some instances an increase in existing excise taxes; a restoration of the manufacturers' sales tax on automobiles, trucks, and accessories; of the stamp tax on conveyances of realty; and of the tax on telephone, telegraph, radio, and cable messages; and the imposition of new taxes on manufacturers' sales of radio and phonograph equipment and on checks and drafts. The rate of tax on corporate income is increased but slightly from 12 to 12½ per cent.

These are not normal times. There is an emergency, and we are proposing emergency measures to meet it. Men who still have very large incomes can not object, under the circumstances, to contributing largely. Men with comparatively large incomes should be willing to do their share, and those in more moderate but comfortable circumstances will surely feel that they can spare something for the support of their Government. I am confident that, if only there be a proper understanding of the necessities of the case, the temporary sacrifices demanded will be met, if not joyfully, at least wholeheartedly and with philosophy and good humor.

mind
d not
busi-
n the
ow of
asury
Con-
three
a re-

After all, even in these days which appear so dark, we are still fortunate as contrasted with other nations. After a hard-boiled Treasury has done its worst, and when you gloomily view the approach of the ides of March, I suggest that you place these figures on your desk and make out your income-tax return:

A married [TURN TO PAGE 85]



The Thoroughbred OF PSYLLIUM SEEDS



WHEN you prescribe psyllium seed make sure it is a variety that measures up to your ideas of cleanliness and wholesomeness.

Psyllium seed as it comes from the producers abroad is grievously contaminated with waste material that is not fit for human use.

You can have the utmost confidence, however, in prescribing

PSYLLA (Plantago Psyllium)

This is not the ordinary commercial seed, but a highly refined product which has been subjected to a most efficient cleansing process, including screening, sifting and fanning. In this way the dead, shriveled up seed is removed, as well as half a dozen kinds of waste material which should never enter the stomach.

NOTE: Psylla is sterilized. There is an inner seal on each can which is a guaranty of its wholesomeness.

Insist on Genuine
BATTLE CREEK
PSYLLA

MAIL
COUPON
FOR TEST SAMPLE

THE BATTLE CREEK FOOD COMPANY

Dept. ME-2-32, Battle Creek, Michigan

Send me, without obligation, literature and trial tin of Psylla.

Name

Address



made from genuine, concentrated **PHILLIPS' MILK of MAGNESIA**

Now you can get that dependable antacid, Phillips' Milk of Magnesia, in convenient, pleasant mint-flavored tablets!

The problem of concentrating true, liquid Milk of Magnesia in stable tablet form has not been easy. Years of painstaking effort have been spent in developing Phillips' Milk of Magnesia Tablets.

Each tablet contains 4.8 grains of precipitated magnesium hydroxide, and is equal to one teaspoonful of genuine, concentrated Phillips' Milk of Magnesia.

You will readily appreciate the new convenience offered in this form:

For the small, frequent doses which the most effective alkalization treatment calls for. These tablets can be easily carried in pocket or hand-bag, and taken when and where necessary.

Their delightful mint flavor appeals to almost every taste. Children, particularly, like them; take them as readily as candy mints. They melt quickly; leave no unpleasant after-taste.

You know the effectiveness of Phillips' Milk of Magnesia as an antacid. Now you can recommend this new form to your patients, more certain that they will follow your instructions as to use.

**IN SLENDER,
LIGHT BOXES
OF 30**

Handy to carry in vest pocket or hand-bag.



**IN BOTTLES
OF 60**

A supply for the family medicine cabinet and traveling-bag.



Figure IV: A still more elaborate card-record form, allowing for expansion of history, diagnosis, treatment, etc. Reverse side is shown on next page.

NORFORMS



THE IDEAL FORMULA



... in the
ideal form
for vaginal
prophylaxis

The form of Norforms is one of their inherent advantages. Convenient, requiring no apparatus for application, Norform suppositories are standardized and unvarying. A further Norforms advantage is that their antiseptic ingredients are not only non-irritating, but the vehicle itself is definitely soothing to inflamed and sensitive tissues.



Norforms provide a stable, non-irritating antiseptic in a form adapted to prolonged and effective contact with the vaginal area. Indicated for leucorrhea, vaginitis and cervicitis as well as for general vaginal prophylaxis.

THE NORWICH PHARMACAL CO.
Norwich, N. Y. *Makers of Unguentine*

tems. For example, they may carry nothing more than name, address, telephone number, a line on treatment given, charge, cash received, and balance.

Or they may combine a full clinical record plus a full set of simple bookkeeping entries. The size of the practice and the individual preferences of the practitioner usually dictate the completeness of the card.

The installation of a highly-developed *commercial record-system* is ordinarily the final stage in the evolution of the office control. The only deterrent to the more widespread use of the "automatic desk" type of commercial installation is its cost. There is no question about its efficiency, if properly used.

Now let us take the actual case of a certain doctor with whom I am acquainted. He does a better than average annual gross practice. We will say, for purposes of illustration, that he sends out about fifty statements to arrive on the first of each month.

His bookkeeping methods are simple, as they should be. He maintains two extremely simple card files, the first for Active Accounts in which the patients are currently coming for treatment, the second for Inactive Accounts (as he calls them) in which the patient is no longer coming for treatment. From these cards the girl takes off the billings at the end of the month.

It is, by the way, a matter of passing interest that, from the

[illegible]

Figure V: Reverse side of Figure IV. Card folds in middle, giving four recording faces—though filed as one unit.



Packaging Tablets

(Sixth of a series of advertisements on the making of tablets.)

GOOD tablets deserve to reach the patient in good condition. Therefore Breon tablets, made to disintegrate quickly in the patient's system, are packaged with care by hand to prevent disintegration in transport.

An effort is made in the appearance of each bottle to reflect the improvement that has been made in the tablet content during the last two years.

GEORGE A. BREON & CO.

Pioneer makers of sterile solutions

Kansas City, Mo.

NEW YORK
319 W. 50th St.

ATLANTA
408 Rhodes Bldg.

LOS ANGELES
2050 N. New Hampshire

SEATTLE, 6035 Eighth Avenue, N. E.

fifty letters sent out, from one to five are likely to come back from the United States Post Office with the familiar stamp, "No such person can be found at the address indicated." In these cases either the name, the address, or both, are bogus. There are ways to combat this dishonest practice, but they are the subject for a different discussion.

It is evident that even such a simple two-way card file as the one employed by my doctor friend is much more efficient, by any test, than is the day book and ledger system. The day book and ledger method, in the face of a growing practice, sooner or later faces an inevitable break-down.

I have a suspicion that a great many words are wasted by both doctors and patients because the information taken at the first visit is not fully recorded, and because, therefore, that information must be asked all over again at the second and sometimes at the third visit.

It is, in my judgment, far better to have a phenomenal card-record system in your office than a phenomenal memory under your hat. If you work with associates, your phenomenal memory will not always help them. Your card-record system will.

What are, then, the advantages of the card-record system? Would you not admit these?

Income-outgo control.

Collection control.

Quick reference convenience.

Flexibility in rearrangement between files.

Flexibility in taking items of information.

The last item alone saves your own time, saves repetition on the part of both the doctor and the patient, and registers a much better business impression, if you happen to want that. The saving of time and the avoidance of

needless repetition are the most important.

I believe any practitioner will admit without much hesitation that, other things being equal, it would be helpful to have all on one form in one place with one writing: (a) the routine data such as name, address, and telephone number of the patient; (b) the financial charge; (c) something of the case history and the treatment, if considered important and essential.

It is with these ideas in mind that I have designed the forms reproduced with this article. All forms are based on a card measuring 4" deep by 6" long. Figure I is a rigorously simplified form for the doctor who feels he can conduct his practice with a minimum of information.

Figures II and III represent the front and back, respectively, of a card-record form which is much more comprehensive in its

BILE SALTS COMBINED *Lederle*

With Cascara and Phenolphthalein

THIS combination contains .065 gram, (1 grain) Purified Bile Salts, .033 gram, (½ grain) of Extract of Cascara and Phenolphthalein. Indicated to relieve constipation and its secondary factors.

Physician's sample on request

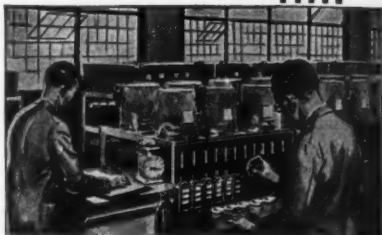
LEDERLE LABORATORIES
INCORPORATED

511 Fifth Avenue

New York

FURTHER PROOF

*Investigation
shows that there
is no substitute
for cod liver oil*



Following an extensive series of animal experiments to determine the relative therapeutic values of cod liver oil and irradiated ergosterol, Prather, Nelson and Bliss (Am. Jr. Dis. Child., July, 1931) reached the conclusion that:

* * *

"Viosterol does not demonstrate the power to stimulate growth and development of the body and vital organs, nor to prevent infections of the upper respiratory tract, nor to produce the same degree of calcification and growth of the bones as does cod liver oil."

* * *

"Since 'colds', malnutrition and intestinal inadequacies are more frequent in children than are rickets, this study emphatically suggests that the apparently widespread substitution of viosterol for cod liver oil, in the diet of the child, is not logical and may result in an appreciable decrease of the child's strength and resistance to infections."

* * *

Cod liver oil made "The Patch Way" is not only of maximum vitamin potency but it offers a pleasant, palatable way of taking "the clinical heritage"—cod liver oil.

* * *

Let us send you a supply of Patch's Flavored Cod Liver Oil for a test.

THE E. L. PATCH COMPANY

BOSTON, MASS.



THE E. L. PATCH Co.,
Stoneham 80, Boston, Mass.

Dept. M.E. 2,

Gentlemen: Please send me a sample of Patch's Flavored Cod Liver Oil and literature.

Dr. _____

Address _____

findings. This card form will be preferred by the doctor whose practice is of a considerable size, and perhaps also by the doctor who finds later value in more fully developed case histories. In all cases, moreover, where dependence on memory is out of the question, the forms illustrated in Figures II and III are preferable. It is to be noted that these forms are used on the front and back, respectively, of the *same card*.

An even more elaborate card-record form, with additional provisions for the expansion of case history, diagnosis, complaint, treatment, surgical procedure, and prognosis, is shown in Figures IV and V. The card measures 4" x 6" but is a *double card* with the fold at the top. Although the card can be filed as a unit, there are *four faces* (instead of only two as in Figures II and III) available for information and bookkeeping records.

What about the factor of fire hazard? I have had many an inquiry from members of the medical profession asking for advice on proper methods for protecting records against fire. The value of records in a doctor's office is in one sense intangible and beyond proof. In another sense the value of these records to individual patients in the community, and even to the great body of medical science in the abstract, may be beyond measure. There is only one positive method to insure them: that method is the fireproof safe. It is obvious, however, that any filing cabinet of ordinary size is too large by far to go into the usual office safe. The solution?

If the matter of fire hazard

bothers you in connection with safeguarding your *account* records, and the card-files are too large to go into the safe, it is always possible to have the girl draw off from the individual cards the following data as each of the new cards is entered in the file:

Name	Charges	Cash	Balance
R. L. James	\$40.00	\$10.00	\$30.00

On the other hand case histories must be physically filed in the safe. There is no alternative except a fireproof filing cabinet itself.

Of the four major types of general filing systems in use in the business offices of America—Alphabetic, Numeric, Geographic, and Subject—the only one which need be considered for the average medical office is the Alphabetic. This should govern both record cards and correspondence. Correspondence should be filed in individual manila folders, a folder for each letter of the alphabet. Papers should be filed in the folders in the order of dates, the latest paper being filed toward the front in order that it may be the most accessible.

All cards and correspondence folders should be completely alphabetized between stiffer dividing "guides", each guide carrying a letter or letters of the alphabet.

Tickler files sometimes prove useful to the general practitioner as well as to the specialist. A tickler file is a tray of cards which is consulted at the beginning of each professional day as a "tickler" or reminder of things to be done on that day, the more

NEO-REARGON "A GONOCIDE OF MERIT"

ELIMINATES GONOCOCCI QUICKLY
PAINLESSLY and WITHOUT IRRITATION

Write for literature

AKATOS, Inc., 114 Liberty St., New York



"Between-Meals" Refreshment

Too little attention generally is given to what the child eats between meals. Often it is some food lacking in nourishment, which only serves to spoil the appetite for nutritive food.

The delicious Swiss food-drink—Ovaltine—supplies that between-meal refreshment which the growing child demands, and at the same time actually aids in the digestion of other foods.

Ovaltine is more than a refreshing, palatable drink—it is rich in vitamins and mineral elements. That is why it is proving so valuable in the diets of undernourished and underweight youngsters.

Why not try a cup of hot Ovaltine yourself, after a strenuous day in the office? Then you will understand why it is gaining such favor among physicians and hospitals.

Offer good only once unless in special cases and limited to medical and allied professions.

OVALTINE

The Swiss Food-Drink

*Manufactured under License in U.S.A.
according to original Swiss Formula.*

THE WANDER COMPANY,
180 No. Michigan Avenue,
Chicago, Ill.

Dept. M.E. 2

Please send me regular size package of Ovaltine, FREE.

Dr. _____

Home Address _____

City _____ State _____

important appointments to be kept, and the like. Guide cards are supplied for days 1 to 31, if needed, and of course for each month of the year. An item due for attention on the 17th is noted and filed behind the guide carrying the number "17." It will then come up in due course as a jog to the memory.

The technique of collecting doctors' bills requires for its suitable explanation more space than is available in this article. It must serve at this time merely to say that it is not only unfair but definitely unsafe to delegate the responsibility of collections wholly to the young lady in the outer office. It is safe to say that in most cases she is no more expert in the matter than you are. In justice to your own finances you can hardly afford to do less than become familiar with the principles of successful medical collection. This involves a knowledge of at least the rudiments of medical collection procedure, together with a working mastery of the simple principles of psychology which are involved.

From the viewpoint of book-keeping, which we have defined as "income-outgo control," the most important single piece of furniture in the office is the filing cabinet. This should be prefer-

ably of metal and should vary in size in accordance with the volume of the practice. It should be provided with spaces as follows:

1. An easily sliding drawer for the filing of normal correspondence letterheads and carbon copies, size 8½" x 11".

2. Four drawers, each to hold 4" x 6" cards, or a size larger or smaller if preferred. The 4" x 6" is on the whole the most practical and useful. It is always possible, in the event that you want more space for recording case histories, to use a double-card with the fold at the top (see Figures IV and V).

Of the four drawers, sized 4" x 6" capacity, one is used for the Active File, one for the Unpaid Accounts, and the other two will gradually fill with Case Histories for ready reference. To keep these records in good order, it is ordinarily necessary to hire a girl to work the equivalent of about two hours a day as a probable minimum, many practices naturally requiring one or more full-time girls.

It will probably never be possible to identify and give the proper weight to the precise factors that make members of the medical profession successful. Someone, identity unknown, once identified the factors of success in the medical profession as ability, energy, the girl in the

WE INVITE YOU TO USE THIS COUPON—TODAY

Return mail will bring—FREE—a full size bottle of FITCHMUL—a Physician's Prescription for a

BRONCHIAL SEDATIVE EXPECTORANT—VEHICLE

in use, the country over for more than a ½ century.

It's outstanding value is assured by its formula—as follows—Canadian Fir Balsam, Venice Turpentine, Chloric Ether, Hydrocyanic Acid (minute quantity), Tartar Emetic, Aromatic.

A. PERLEY FITCH CO., Concord, N. H.

Mail FITCHMUL to the following:

Dr. _____

Address _____



DEPRESSION of the METATARSAL ARCH

—this painful condition, frequent among women, can be relieved and corrected.

A breaking down of the anterior metatarsal arch is usually indicated by neuralgic pains in the feet, burning sensation under the toes, callouses and general tenderness of the ball of the foot.

As an effective means of correction, we recommend Dr. Scholl's Anterior Metatarsal Arch Support. This can be supplied to



This Support is especially designed to fit close to the heads of the metatarsal bones and provide the needed support.

meet the exact requirements of a patient's particular condition, and adjusted as improvement progresses.

Any shoe or department store which features Dr. Scholl's Foot Comfort Service can offer you expert cooperation in Podo-graphing the feet and fitting the necessary corrective appliances.

For a complete discussion of foot troubles and their treatments, write for Dr. Scholl's book "Foot Weaknesses and Correction for the Physician." Coupon below is for your convenience.



Pain, Callouses, Tenderness and Cramps where finger points indicate a weakened condition of transverse arch.

THE SCHOLL MFG. CO., Inc., 213 W. Schiller St., Chicago M.E. 18
62 West 14th Street, New York City

Please send me your book, "Foot Weaknesses and their Correction for the Physician", and name and address of nearest Service Dealer.

Name..... M. D.

Address..... City..... State.....

February, 1932

85

outer office, location, and business methods. So far the doctor would doubtless agree without demur.

But the same unknown individual was also so bold as to weight each of these factors with the following percentages: 10% of success depends upon ability, 15% upon energy, 15% upon the girl in the outer office, 20% upon location, and 40% upon business methods, giving a hundred per cent total!

I do not subscribe to these figures. Nor would many reputable practitioners subscribe to them. Yet from the success of some of the quacks who are the common foes of us all, there would seem to be enough truth in these percentages to give us all pause. For quacks, with no ability whatever, too often make a financial success of their operations, to the harm of the public and the chagrin of the reputable medical man. The quack operates surprisingly well on the last four factors alone.

The conclusion is unavoidable. I am convinced, from the evidence that has come to me in talking with doctors who have consulted me on administrative problems, that in the average office there is wide room for improvement in handling the business end of the medical profession. In the current era, the call for that improvement is swelling into a roar.

Income Tax

[FROM PAGE 73] man with one dependent, and with an income of \$5,000, will pay, under our Treasury's proposal, \$31.50 in taxes; a man similarly situated in Great Britain pays, under Mr. Snowden's latest budget proposals, \$650. A man with an income of \$10,000 pays \$153 in the United States and \$1,800 in Great Britain. One with \$100,000 pays \$22,030 in the United States and \$48,000 in Great Britain.

We would grant an exemption of \$1,000 for a single man, \$2,500 for a married man and \$400 for each dependent. Great Britain's exemptions are as follows: For a single man, \$485; for a married man, \$730; for the first dependent child, \$245; and for each other child, \$195.

If our program is adopted, it is estimated that we shall obtain during the full fiscal year 1933, an additional \$60,000,000 from corporations, \$185,000,000 from individual income taxpayers, \$11,000,000 additional from estates, and \$514,000,000 additional from miscellaneous internal revenue taxes.

When we come to the miscellaneous group, the rates are not so high as to interfere with the flow of goods or services, or to constitute a real burden on those

CITRIN CAPSULES

(REGISTERED TRADE MARK)

INDICATED in the treatment of High Blood Pressure.

NATURE OF DRUG: A Glucoside from Watermelon seed.

PHYSIOLOGICAL PROPERTIES: A vasodilator slow in action, prolonged in effect. Non-toxic, non-cumulative and shows no tolerance.

TABLE ROCK LABORATORIES, Inc.
Greenville, S. C., U. S. A.

Literature will be sent on
the Physician's request.

SCHERING ANNOUNCES



VALUABLE MONOGRAPH

A monograph containing over 500 case histories is available without charge or obligation if requested on your prescription blank.

that due to increased use of PROGYNON, the only standardized efficacious follicular sex hormone, a substantial price reduction in PROGYNON tablets has been effected.

The increased demand has caused us to organize our source of supplies, facilitating production. This economy of production and wider distribution permits us to pass on savings to you and your patients.

PROGYNON has proved its usefulness clinically in amenorrhea, menopausal disorders, frigidity, ovarian dysfunctions and the nausea and vomiting of pregnancy.

The new price of \$3.00 for a bottle of 30 PROGYNON tablets—at least a month's supply for the average case—makes it available to a wider group of patients.

Compare these retailing selling prices:

	Former	Present
Bottle 30 tablets	\$4.50	\$3.00
Bottle 60 tablets	8.20	5.50

----- ATTACH PRESCRIPTION BLANK TO THIS COUPON -----

Schering Corporation, 110 William Street, New York:

Please send me without obligation, monograph and full information regarding PROGYNON

Name _____

Address _____ State _____

who buy or enjoy them. Can we seriously complain if cigarettes and radios and admissions to places of amusements—yes, even semi-necessities such as automobiles—are to cost a trifle more, or if we are to pay 2 cents for the privilege of using checks and an additional cent on transfer of securities? These are not intolerable burdens, particularly when we are asked to assume them to meet the necessities of a real emergency.

But, let me add that if the people of the United States make this sacrifice and furnish almost a billion dollars of additional funds to their Government, they have the right to insist, and I hope that they will, that not one penny is expended extravagantly, politically, or unwisely, but that just as enforced rigid economy prevails throughout the country, so it will be observed in Washington.

And WE Laugh, Too!

[FROM PAGE 52] for a doctor's wife? No, it is not professional courtesy you complain of—quite the contrary!

All in all then, doesn't it resolve itself into a definition of professional courtesy? There may be many definitions, so why not accept one for our purpose. Let professional courtesy be the free interchange of the courtesies between doctors. This will immediately eliminate any special services, and by special services I do not mean only the services of

specialists. I include also prolonged and arduous services rendered a professional friend and his family.

Why not be reasonable and charge, and expect and insist on paying a definite professional fee? It may be the full fee for such services, or it may be scaled in proportion to the doctor's income. But paid it should be—not an honorarium in the form of a Christmas present. This accepted, you and your husband need have no hesitancy in availing yourselves of the services of anyone on earth, Harley Street specialists or your next door neighbor. In this hard-boiled world, one gets what one pays for.

I am tempted to continue and expatiate further on what at present comprises my courtesy list. First are ministers and their families. Many ministers are wealthier men than I am, and I have attended several. I have never rendered a bill, have never been asked for one, and have

Use BROMO ADONIS

A Bromide Sedative

in DISEASES of the NERVOUS SYSTEM

Bromo Adonis No. 1

When symptoms of nervous irritability make their appearance, as in Hysteria—Nervous Indigestion—the Menopause—Insomnia, and as an adjunct in Petit Mal Epilepsy.

Bromo Adonis No. 2

Where a more lasting sedation is indicated, as in Epilepsy, especially in idiopathic cases which have become chronic. It is superior to plain bromides.

Check the preparation
desired, for free
sample.

TUCKER PHARMACAL CO.
221 E. 38th St., New York, N. Y.

never received a thank-you note. I have even attended a minister's daughter, who during the week I discharged her from my care, married a man with more income than I ever hope to have capital. But at the time she was my patient she was a minister's daughter.

Nurses comprise another class who give rise to my merriment. I have attended several, and they have behaved as free patients usually do. On the other hand I have employed the service of several for myself and my family and have paid their full charges.

On the other hand, I am delighted with my dentist patients. I charge them exactly as they charge me, 66% of the regular charges.

The last really offers a constructive suggestion. Why not in every case, with the possible exception of those instances which are really examples of reciprocal professional courtesy, should not doctors charge, and expect to be charged, a fee whose exact relationship with a normal fee can be easily agreed upon? I say proportionate fee because by making it only a proportion, we still make our obeisances to that ancient heirloom, professional courtesy.

One more word before I stop. The story is told how Dr. Weir Mitchell extended his courtesy. It happened that a certain rather pompous bishop was taking leave of Dr. Mitchell without happen-

ing to bring up the question of remuneration.

A remark at the door made him pause. "And about my fee?" said Dr. Mitchell.

"But, doctor," the bishop replied, rather surprised, "I was under the impression that you did not render bills to clergymen."

"Yes," said Dr. Mitchell, "but I prefer to extend that courtesy of my own volition."

I AM hurt and indignant since reading the article "When His Patients Call Him He Goes." The accusations hurled at our doctors in this article are unjust and untrue, according to my experiences as a doctor's wife.

The doctor as a husband is not a heartless wretch interested only in pay patients. The doctors of my acquaintance give their best efforts to their loved ones; that is the way I have found it.

As to the question of a doctor's attitude toward treating the wives and children of other doctors, contrary to the author's grumblings in the December article, I have encountered nothing but wholesome courtesy and a sincere desire to give their best when it has been necessary for other doctors to lend me their services.

Best wishes for much 1932 vigor to your very useful magazine.

Mrs. P. N. Cheatham.



SANI-TAB
Anti-Colic Nipple

INSPECT THIS NEW STYLE "ANTI-COLIC" BRAND NIPPLE.

Samples sent free on request.

Here is the first real improvement in nipple design since we introduced the "three-hole" Anti-Colic. The SANI-TAB, an exclusive feature of the Davol Anti-Colic brand, makes easy the application of nipple to bottle without touching sterilized under-rim. Let us send you free samples of Sani-Tab Anti-Colic nipples and Anti-Colic nursing bottle caps, also made with the Sani-Tab. Write to DAVOL RUBBER COMPANY, Dept. B2, Providence, R. I.



ANTI-COLIC
Nursing Bottle Cap

Literature and Samples »

SAMPLES OF BABYPADS: A full-size package of 50 Babypads, a new sanitary diaper lining, which is discarded upon soiling, is offered physicians by: Dennison Manufacturing Co., (ME Item 2-32) Framingham, Mass.

NUTRITION AND DENTAL DISORDERS: There are some pertinent and useful facts in this paper by Milton Theodore Hanke, Ph.D., which is offered in reprint form, with illustrations and charts, by: California Fruit Growers Exchange, (ME Item 2-32), Los Angeles, Cal.

THERAPEUTIC TIME SAVERS: This is the third booklet of a much commented upon series, which presents in ingenious form highly condensed diagnostic and clinical information. Offered free by Laboratoire de Pharmacologie, Inc., (ME Item 2-32) 92 Beekman Street, New York.

NEW THOUGHTS ON DIGITALIS ACTION AND DOSAGE: An interesting booklet correcting a number of misconceptions concerning the physiological action, effective dosage, and clinical role of digitalis, and describing its preparation at Foxglove Farm. Write: Upsher Smith Co., (ME Item 2-32) Sexton Building, Minneapolis, Minn.

DIARRHEA—SUMMER COMPLAINT: A reprint of an article by this title, by Esther B. Hardisty, reprinted from Archives of Pediatrics, is offered by the Dry Milk Co., (ME Item 2-32) 205 E. 62nd Street, New York.

SAMPLE OF EMBO: A one-pound package of Embo (purified natural wheat embryo) for experimental purposes, will be sent, all charges prepaid, to any physician requesting it, by General Mills, Inc., (ME Item 2-32) Chamber of Commerce Bldg., Minneapolis, Minn.

HYPERTENSION TREATED SYMPTOMATICALLY: A brochure on this subject, epitomizing the latest results in this field of practice, and describing the action of Pulvoids No. 873 Natrico, is offered to physicians by Drug Products Co., Inc., (ME Item 2-32) 26-33 Skillman Ave., Long Island City, N. Y.

SCIENTIFIC CHILD FEEDING: A 18-page booklet of high caloric recipes, involving the use of powdered milk, suggested for malnutrition, underweight,

and anorexia. Nutritional data is given with each recipe. For a copy write: Merrell-Soule Division, The Borden Company, (ME Item 2-32) 350 Madison Avenue, New York.

MODERN SCIENCE TRIUMPHS OVER TRADITION: Physicians having amputation cases will be interested in this folder describing a departure from heavy wooden limbs to light metal limbs, with a one-piece shin, and which can be delivered in one day. Write: Penn Capital City Limb Co., (ME Item 2-32) 1136 Girard Ave., Philadelphia, Pa.

CONTINUOUS AUSTINS IRRIGATORS: A descriptive booklet on irrigation apparatus, vaginal and rectal types, has just been issued by W. D. Peattie, Inc., (ME Item 2-32) 714 Century Bldg., Cleveland, Ohio.

MODERN pH and CHLORINE CONTROL: A 50-page treatise explaining pH control, its application in research problems, and the approximate pH values of acids, bases, foods, etc. An interesting chapter is that discussing chlorine sterilization in the treatment of water, and in the manufacture of food products. Copies are offered physicians gratis by W. A. Taylor & Co., Inc., (ME Item 2-32), 872 Linden Ave., Baltimore, Md.

A SAFER WORLD FOR BABIES: This is a booklet intended for distribution to mothers and prospective mothers, written by a woman pediatrician. Copies may be obtained from: Evaporated Milk Association, (ME Item 2-32) 203 North Wabash Avenue, Chicago, Ill.

SAMPLE PACKAGES OF WHEATIES: A generous supply of Wheaties (whole wheat flakes) in individual packages for giving to child-patients, is offered physicians by Gold Medal Foods,

Editor's Note: These brevities are listed as a Service to our Readers. It will facilitate the handling of your request, when writing manufacturers, if you will include the words "M E Item . . ." as part of the address.

A smoke . . . not a medicine

Spud is, first of all, a good cigarette. It tastes cool, clean. It brings mouth happiness, even to those suffering with colds. We advertise it only as such. There are those who believe Spud's menthol content is beneficial for colds, for throat and nose troubles. *That* we have never claimed.

We don't attempt to prescribe for human ills. It is for you to advise your patients about their smoking. Your decision, based on your experience and knowledge of the facts, is best for them. If you don't know Spud, send for a free pack which is available to any physician.

SPUD

MENTHOL-COOLED CIGARETTES

20 FOR 20c (U. S.) . . . 20 FOR 30c (CAN.)

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KENTUCKY

Inc., (ME Item 2-32) General Mills, Inc., Chamber of Commerce Bldg., Minneapolis, Minn.

THE GREAT EAST GATE: An allegory about hygiene, for adults and children. Single copies gratis to physicians. Write: Cleanliness Institute, (ME Item 2-32) 45 East 17th St., New York.

BEMAX: Literature on B vitamin deficiencies, and about a product for their correction, is offered by Schiefflin & Co., (ME Item 2-32) 16 Cooper Square, New York.

THE METHOD THAT WILL NOT FAIL: Literature describing a book-keeping system for physicians is offered by the Medical Case History Bureau, (ME Item 2-32) 11 West 42nd St., New York.

SAMPLE 4-OZ. NURSING BOTTLE: A sample of this Pyrex nursing bottle in new size and shape is offered by the Corning Glass Works, (ME Item 2-32) Corning, N. Y.

TITUS INTRAVENOUS INFUSION APPARATUS: This folder describes an instrument which automatically regulates the rate of flow and the temperature of intravenous injections. Write: Feick Bros. Co., (ME Item 2-32) 811 Liberty Ave., Pittsburgh, Pa.

WHOOPIING COUGH AND ITS VACCINE TREATMENT: A complete story on this subject is presented in remarkably small space, in a new booklet issued by the Lederle Antitoxin Laboratories, (ME Item 2-32) 511 Fifth Ave., New York.

ARTEROCYN: This six-page circular discusses the history, action and dosage of Arterocyn in the treatment of essential hypertension. Write: Flint, Eaton & Company, (ME Item 2-32) Decatur, Ill.

THE SAFETY OF SPINAL ANESTHESIA: Labat's Technique with Neocaine is described and illustrated in authoritative style in this booklet offered by the Anglo-French Drug Co., Inc., (ME Item 2-32) 1270 Broadway, New York.

ADSORPTION: Kaylene Company, Ltd. of London, England, is now publishing a book describing the Adsorption treatment for detoxicating bowel contents. This book, together with package of Kaylene (colloidal kaolin) or Kaylene-ol, sent on request. Write: American Agents, E. Fournara and Co., Inc. (ME Item 2-32) 75 Varick St., New York.

ENDOMIN: Samples of this product for the treatment of anaemia are offered by Reed & Carnrick, (ME Item 2-32) 155 Van Wagenen Avenue, Jersey City, N. J.

Give the Patient His Way?

[FROM PAGE 21] and with the honest belief that such empiric treatment was indicated?

With many people, a faith in these "old time remedies" is in-born and as strong as their inherited faith in the Old Time Religion. In cases where they think these measures to be indicated they will resent the interdiction of their use.

They frequently realize that such measures are not self-sufficient; otherwise they would not

Use

ANGIER'S EMULSION

to Soothe respiratory irritation, relieve congestion and allay the Cough incident to

BRONCHITIS, GRIPPE and HEAVY COLDS

It will also overcome Intestinal Auto-Intoxication and maintain normal bowel functions. It hastens convalescence.

Free Trial Bottle to Physicians.

ANGIER—BOSTON 34, MASS.

The Cataplasm Plus

When the physician has need to use a cataplasm, he will appreciate the plus quality we have built into NUMOTIZINE.

This is an improvement on Cataplasm of Kaolin (U.S.P.VIII), because in the emplastrum has been incorporated the important ingredients, guaiacol and creosote. The penetrating action of these agents is well known but, incorporated in the emplastrum, they are slowly and evenly assimilated, producing a prolonged and pronounced effect, without any danger of shock.

This makes NUMOTIZINE a particularly valuable adjunct in the treatment of respiratory conditions.

NUMOTIZINE is antipyretic and analgesic. It acts definitely and slowly, without causing gastric disturbance and with the control factor in the reduction of fever temperature which will be much appreciated.

Sample and literature on request to the profession only.

Dept.
M. E. 2

NUMOTIZINE, Inc.
900 North Franklin St.
CHICAGO



call the doctor. But they do consider them as being valuable adjuncts in treatment, and unless the physician thinks that they might prove to be definitely harmful and for that reason contraindicated, there is no reason why their use should not be allowed to continue along with the doctor's prescribed course of treatment.

This will at least give the patient and his friends the satisfaction of thinking that, while the physician is doing his part, they are doing all that lies within their power. If, after this course of action has been permitted, the patient should not recover, the doctor will not be blamed for refusing to permit treatment which relatives and friends think might have caused a more favorable outcome. In case of happy recovery, the question as to where credit will be given should never enter the doctor's mind.

In the community where I am engaged in practice, people in the rural sections have an unbounded faith in the efficacy of tar plasters in all acute affections of the chest. These plasters are applied at the first indication of a "chest cold"; then if the patient does not get well, a physician is called. When he arrives he invariably finds his patient wrapped in one of these tar jackets. There is no question about it being a dirty, sticky, smelly mess.

One physician, who formerly practiced in this community, seemed to have a hatred for tar plasters that was almost equal to the Devil's proverbial hatred for Holy Water. Whenever he would be called and would find the patient wrapped in one of these contraptions, he would be sure to lose control of his temper and forthwith vent his wrath by hurling the offending plaster into the open fire. [TURN THE PAGE]

PEACOCK'S BROMIDES



5 Decades of successful prescription service to the physicians of 5 Continents because of Therapeutic Potency—Greater Tolerance and Lessened Bromism—Maximum Purity.

*The coupon will bring
a liberal sample for
clinical trials.*

**OD PEACOCK SULTAN
CO.**

**4500 Parkview Place,
St. Louis, Mo.**

Od Peacock Sultan Co.,
4500 Parkview Place,
St. Louis, Mo.

Clinical Samples of Peacock's
Bromides, please.

_____ M. D.

_____ Street

_____ City & State



\$385⁰⁰
COMPLETE

with 16-inch instrument sterilizer,
 8-inch by 16-inch Autoclave, and
 2½-gallon water sterilizer, nickel fin-
 ish. Chrome, \$448.00.

PELTON SURGERY MODEL STERILIZER

brings hospital sterilizing safely to the private office. It includes Pelton Instrument or Water Sterilizers and the famous Pelton Autoclave, mounted on an attractive cabinet. It is a compact, dependable outfit, and like all Pelton Sterilizers offers remarkable value at an attractive price.

SEND FOR THE COMPLETE PELTON CATALOG

\$337⁰⁰
 WITHOUT WATER
 STERILIZER

\$295⁰⁰
 WITH AUTOCLAVE
 ONLY

THE PELTON & CRANE COMPANY—DETROIT
 Please send, without obligation, the complete Pelton Sterilizer Catalog.

DR. _____

ADDRESS _____

PAP
 IODI
 BROM

A bright flame, shooting up the chimney, was all that would ever come of his fury, for so soon as he had left, the neighbor women would proceed to prepare and apply a fresh poultice, in the meanwhile disparaging the doctor's new-fangled methods of treatment. Eventually this physician acquired the unenviable reputation of "not being very good in pneumonia."

If the physician thinks any of these homely measures to be contraindicated in a given case, it is his duty to dispense with them, but he can do this without causing resentment or any loss of prestige if he will take the trouble to state the reason for his action. Nevertheless, it is always well to consider any suggestion offered, irrespective of its source, and it is never well to dismiss a suggestion with a haughty air of superiority that will tend to humiliate or cause chagrin.

Let the doctor remember that scientific medicine had its inception in empiricism, from which it is not yet entirely divorced. Furthermore, he cannot refuse to admit that certain household measures of treatment do, on occasion, possess a grain of virtue—even though their virtue may rest entirely on their psychological effect! This effect is often considerable, for the ideas pertaining to the use of these measures have been grounded in the minds of these people for gener-

ations, and they cannot put them lightly aside, and they will not be able to put them aside until they have been educated to a higher scientific standard, which will require several more generations.

However, when the doctor is called to see Johnny Jones who has a stomach-ache, and Johnny's mother insists on a brisk dose of Castor Oil—both Johnny and the doctor will be fortunate if she has not already given it to him—an emphatic and uncompromising decision to the contrary should be made, but even in such cases, a few words of explanation will be highly appreciated.

It was Aaron Burr, if we remember correctly, who claimed that all explanations were futile, as a man's friends did not require an explanation and his enemies would not believe him if he did explain. But then, let it be remembered that Aaron Burr's field of activity was not the practice of medicine.

The physician frequently encounters people who are very strong in their pet likes and pet aversions. Some will state that they cannot swallow a pill or a capsule but that they can take a liquid or a powder. Is there any real reason why, in the majority of these cases, the doctor cannot write the prescription so as to order the medicine in the

The Peculiar Property

of increasing the defensive forces of the body,
possessed by

ECTHOL

(BATTLE)

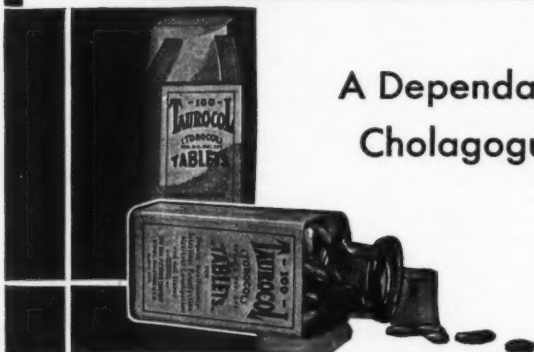
has induced many exacting clinicians to employ it in
systemic infections, typhoid fever, for instance.

*Try it in your cases of systemic infections
and learn its value.*

PAPINE
IODIA
BROMIDIA

BATTLE & CO.
Chemists' Corporation,
ST. LOUIS, MO.

... increases Peristalsis

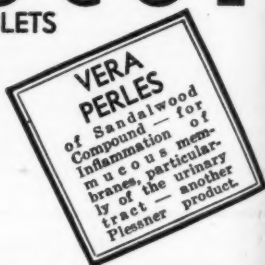


A Dependable
Cholagogue

TAUROCOL (TOROCOL) TABLETS

TAUROCOL is a combination of bile salts with cascara sagrada and phenolphthalein... laxative, cathartic, increases peristalsis, increases flow of bile, stimulates bile producing cells of the liver.

Manufactured for 20 years for physicians' prescriptions and for dispensing purposes.



Send coupon today
for samples and
full information.

**THE PAUL
PLESSNER CO.**

DETROIT,
MICHIGAN

THE PAUL PLESSNER CO., Dept. M. E.
2538 Brooklyn Ave., Detroit, Mich.

Yes, please send samples.

M. D.

form which the patient will find to be the least objectionable?

In prescribing any treatment for children, of course, the doctor does not consult their wishes other than to avoid giving them bad tasting medicine if he finds it possible to do so, but adult patients, in full possession of their mental faculties, should not be forced or coerced. Human nature is such that it instinctively rebels against compulsion and an appeal to reason will often accomplish more. However, in dealing with an obdurate, headstrong individual, the doctor will have to pursue whatever course of action the occasion demands.

Not so long ago, in visiting a female patient, I had occasion to prescribe a dose of Epsom salts.

"Doctor," said the patient, "if you say that I should take salts I shall do my best, but salts always make me so sick and I have to vomit it. If you could prescribe something else that you

think would do as well, I would certainly appreciate it."

I *could* prescribe something else, and did.

Later, the same day, I chanced to prescribe Epsom salts for a rough, obstreperous farmer.

"Salts!" he thundered. "I won't take salts for any man living!"

"All right," was the reply he received, "take it or leave it. You are the sick man. I am advising you what to do and you are paying me for that advice."

The nurse reported that he took his salts.

The physician is responsible for the management of a case of sickness and for whatever measures are employed in the sick room. He is the judge from whose verdict there is no appeal; then let his judgment be tempered with consideration for the wishes and feelings of the patient and of all who have any



MALLOPHONE

FOR CYSTITIS

PYELITIS

GONORRHEA

Orally administered, Mallophone is continuously eliminated in the urine. In the genito-urinary tract it exerts its antiseptic and bacteriostatic action, penetrating deeply into the cells. Effective in the treatment of Cystitis, Pyelitis, and Gonorrhea.

Write for Literature

MALLINCKRODT CHEMICAL WORKS

Med. Dept. 32

Second and Mallinckrodt Sts.

St. Louis, Mo.

Clinical Tests show how Yeast* improves Skin "Tone"

Newly-discovered "self-disinfecting" power of the skin shown in rate of destruction of test micro-organisms (*Staphylococcus aureus*) on a portion of its surface before and after Fleischmann's Yeast was added to the patient's diet.

IMPORTANT researches have revealed a very interesting property of human skin—its ability to destroy bacteria upon its surface.

When the skin is clean and healthy, up to 95% of test micro-organisms are rendered non-viable within 10 minutes, these experiments show.

When the skin is unhealthy or injured, however, bacteria on its surface are destroyed much more slowly. In such cases, the self-disinfecting power of the skin can be rapidly increased by adding Fleischmann's Yeast to the diet.

The chart above illustrates this marked improvement in skin "tone" in a typical case of furunculosis of two years' standing.



*Fresh Fleischmann's Yeast was used in these experiments. It is the only yeast rich in three vitamins—vitamins B, G and D.

Before yeast feeding began, less than 70% of test bacteria applied to the infected area were destroyed by the skin within 30 minutes. After ten days of yeast feeding over 90% were destroyed in the same period of time.

For years Fleischmann's Yeast has been known for its unusual value in correcting common types of skin disorders. It induces a marked leucocytosis. In the intestines it gently stimulates peristalsis and checks abnormal putrefaction.

You will find Fleischmann's Yeast effective in many cases where other forms of treatment have failed. Just recommend 3 cakes a day. Directions are on the label.

Send for this Important Booklet

Health Research Dept. M-U-2, Standard Brands Inc., 691 Washington St., New York. Please send me revised edition of booklet, "Yeast Therapy."

Name _____

Address _____

© 1932, Standard Brands Incorporated

interest within that sick room.

Let him permit the patient and the patient's friends to *have their way* in so far as he can do so without endangering the patient, hindering the progress of the case, or compromising his own position. By the very nature of things, in the sick man's world, the doctor is King. It does not necessarily follow that he must be a Despot.

A Doctor Looks at Lawyers

[FROM PAGE 19] stone, until he finds that a case somewhat resembling that of his client was decided at just about the time Hactor was a pup.

Then the lawyer goes out and plays golf. There is no use doing more research for he has found a precedent.

To be sure the world has undergone a countless number of complete transformations since an English jurist of forgotten repute acted in the case on which he is to rely. That matters not a bit, for the more we look on lawyers the more we observe how lovingly they caress and nurture what they call a precedent; the more ancient it is the more reverence they bestow!

There is only one thing in a lawyer's world that takes precedence over a precedent and that is a law which he himself has had a hand in making. For as we look at lawyers, the truth stands out in fulsome fatuousness that they think they should make the laws as well as administer them.

At the last session of Congress, the Senate and House of Representatives had a combined membership of 531. Of this number 356 were lawyers. Now, Congress is the lawmaking body in

SCHOOL CHILDREN'S appetites ARE fickle



...OFTEN DUE, HOWEVER,
TO TASTELESS OR
UNINVITING DIET

Those in charge of school lunches are often confronted with the problem of getting children to eat what is good for them.

The lack of taste-appeal in the food served is often the reason that food is rejected or "picked at." Cooked tomatoes may be too tart, the stewed fruit insipid, the spinach and the carrots bland.

By flavoring or seasoning these essential foods with sugar they will be much improved in flavor. A dash of sugar to a pinch of salt is a good rule to follow in seasoning string beans, carrots, peas, tomatoes, soups and meat and vegetable stews. Fresh and cooked fruits should be sweetened to taste.

Doctors and diet authorities approve this use of sugar because it makes those foods which are carriers of vitamins, minerals and roughage, more enjoyable to the child. Flavor and season with sugar. The Sugar Institute, 129 Front Street, New York City.

☛ "Flavor and season with Sugar"

★ HERE IS ONE OF THE ADVERTISEMENTS OF THE SUGAR INSTITUTE

THE advertisement reproduced here is one of the series appearing in publications throughout the country. In order to keep the statements in accord with modern medical practice, they have been submitted to and approved by some of the leading authorities in the field of human nutrition in the United States. The Sugar Institute, 129 Front Street, New York.

An Aid in Reducing High Blood Pressure

INTESTINAL toxemia is frequently met with in cases of hyperpiesis. This toxic condition reduces the capacity of the liver to anabolize certain nitrogenous wastes and the resulting accumulation raises blood pressure.

When hyperpiesis exists in these cases, patients may have few manifestations usually associated with it. All, however, have one common characteristic—constipation—which is the cause of the toxemia.

Many physicians have found Sal Hepatica the most beneficial preparation in correcting intestinal toxemia. Even for protracted treatments it can be prescribed regularly without causing tolera-

tion. It flushes the intestinal canal and so removes waste materials that produce putrefaction and the toxic effect. In so doing, Sal Hepatica is a recognized aid in reducing high blood pressure of toxemic origin.



★ Sal Hepatica ★

MEMO to my assistant: Send to Bristol-Myers Co., 75M West St., New York, for a professional sample of Sal Hepatica (gratis).

Name _____ M. D.

(Please enclose card)

Street _____

City _____ State _____

these United States. Its members owe the fact that they are members to the insistence and persistence which they adopted in securing their election. In other words, these men personally sought the job of making laws for all the people. The colossal nerve of them!

Furthermore, these lawyer law-makers delight in making special privilege laws for their personal benefit. Last year they had the affrontery to enact a provision which exempts automobiles bearing "Congressional tags" from compliance with parking restrictions in Washington.

These 356 lawyers claim to have been "called" to the Halls of Congress, which is all bosh, for the simple fact is that they talked their way into the National Legislature.

When admitted to practice these fellows made the same claim, announcing that they had been "called to the bar." The

plain truth is that *they* did the "calling." They clamored and yelped at the doors of admissions committees until the portals were opened just enough to let them enter the sacred precincts.

Lawyers who cannot become legislators have another channel through which to become law-makers. This is by being elected or appointed to a judgeship. We have in American jurisprudence a hybrid line of authorities called "judge-made law." Some judges, who probably as lawyers craved the chance to enact legislation, find that this desire may be gratified when they are on the bench. Regardless of what other courts, or other members of their own court, have done, these men take the bull by the horns and decide cases according to their own dictates; and such decisions stand as the law until knocked into smithereens by other lawyers sitting as judges in a higher tribunal. If you keep looking at

R & HAYDEN'S

VIBURNUM COMPOUND

ANXIOUS to avoid painful interruptions in her active life of work and play, the modern woman is grateful for an effective antispasmodic and sedative. Difference in price is negligible when you consider the difference in effectiveness.

Be sure that your prescriptions are filled with the genuine HVC. It contains viburnum opulus, dioscorea villosa, and aromatics, and it is non-narcotic and leaves no unpleasant after effects. Samples to the profession on request.

Put up in 4-ounce and 16-ounce Bottles

Manufactured and Distributed by

NEW YORK PHARMACEUTICAL CO.
BEDFORD SPRINGS, BEDFORD, MASS., U.S.A.





Civilization
Has found us
Embarrassed
With thirty feet or so
Of food canal
Well adapted
For prehistoric days
Of irregular meals
With much
Useless material
In the menu.
And so, *constipation*
Became a disease
Of civilization.
But the same civilization
Has provided
The remedy—AGAROL.



Agarol is the original mineral oil and
agar-agar emulsion with phenolphthalein.

AGAROL for Constipation

WILLIAM R. WARNER & Co., Inc., 113 WEST 18th STREET, NEW YORK CITY

Gentle and effective
As only a good
Mineral oil
Emulsion
Can be.

It lubricates
And softens;
And also stimulates
The tract.
Palatable
Beyond complaint;
Suitable
For adult or child.
Agarol truly is
The modern answer
To the problem
Of constipation.



Would you try it
And be convinced?
Just write—and soon
A package will be
On the way to you.

lawyers long enough you will see how thoroughly and completely they have taken charge of both lawmaking and the administration of the law.

Another thing. Some people may think that with the naked eye and looking straight ahead they can get a fair view of lawyers. Any one who has such an idea is mightily mistaken. One has to squint and look sidewise and frequently use a microscope when looking at lawyers. Also, one has to be on the move, for lawyers never stay put. That is one reason why we have motion picture cameras. A lawyer in still photograph is a saint as compared with the same man taken on fifty feet of film.

Take a look at a lawyer when he is asked a legal question. He reaches for his books or, more often, tells the client to return next week, and then mulls around in a library until he stumbles on an answer. A doctor, on the other hand, must speak out. Patients expect physicians to carry some professional knowledge in their heads, and the laity enthuses very little over the medical adviser who turns at once to books. If a patient has smallpox, the doctor can't tell him to go off and come back next week.

After all that I have observed and expressed, one may be inclined to ask why we should look at lawyers. I confess a sympathetic attitude toward that question. In fact it may be that my time would have been better spent had I been enjoying a good movie.

It is probable that I gave lawyers the once over because they strutted out in my line of vision. They are apt to do that for modesty is one of the hidden virtues of members of the bar. The time has not been wasted, however, for the more I look at lawyers the more I thank good fortune that my diploma reads Doctor of Medicine.



Nason's is Potent and it Tastes Good



It's worth while for you to prescribe Nason's by name, then your patient is sure to get a biologically tested oil of highest recognized vitamin potency plus pleasant flavor.

Mothers tell us "Children lick the spoon."



NASON'S VITAMIN POTENCY WARRANTY
1000 A UNITS-150 D UNITS
PER GRAM OF OIL

TAILBY-NASON COMPANY
Kendall Square Station, Boston, Mass.
Pharmaceutical Manufacturers to the Professions of
Medicine and Pharmacy since 1906.

Gentlemen: You may send me (without charge) sample bottle of Nason's Palatable Cod Liver Oil.

Name

Address

My Druggist's Name

(M. E. 2-32)

Tours and Cruises »

FOR PHYSICIANS AND PATIENTS

INFORMATION ABOUT THE PHILIPPINE ISLANDS: Where to go, what to see, how long and how much—all answered in a folder and guide offered by the Philippine Tourist Association, Manila, P. I.

SOUTH AMERICA: A schedule of weekly sailings, to Panama, Colombia, Ecuador, Peru, Chile, and Bolivia, with a table of South American railroad connections, has been issued by the Grace Line, 10 Hanover Square, New York.

FLORIDA-HAVANA-TEXAS: Economical all-expense tours from New York to lower east-coast and gulf ports, including such famous southern resorts as Miami and Galveston, are described in this new colorful folder of the Clyde-Mallory Lines, Pier 36, North River, New York.

THE NEW MODE OF WINTERING: To Hawaii by de luxe transcontinental boat train and the famous steamer Malolo is the invitation in this new folder issued by Matson Navigation Company, 215 Market St., San Francisco.

GLORIOUS CARIBBEAN CRUISES: Cruises to Jamaica, Cuba, and the Panama Canal, in first class, outside cabins, for \$130 up, are described in a folder put out by Canadian National Steamships, 384 St. James St., Montreal, Canada.

INDIA AND BURMA: This illustrated 98-page booklet is as interesting to read as the National Geographic. A copy can be obtained gratis from the India State Railways, 38 E. 57th St., New York.

SEE THE PACIFIC NORTHWEST AND ALASKA: An interesting travel folder printed in rotogravure has been issued by the Missouri Pacific, 13th & Olive Sts., St. Louis, Mo.

THE STORIED NORTHWEST: A pictorial history book on the Pacific Northwest. From: Northern Pacific, 5th & Jackson Sts., St. Paul, Minn.

MOTOR IN EUROPE: A pamphlet of instructions on how to take your own car abroad. Write: Holland America Line, 21 State Street, New York.

FAMOUS ENGLISH CATHEDRALS: If you admire cathedral architecture, be

sure to get this folder from the Great Western and Southern Railways of England, 500 Fifth Avenue, New York.

NEW ORLEANS: Travelers going there for the first time will want a copy of this thoughtfully prepared booklet, which is offered by the Illinois Central, Chicago.

ONE HUNDRED GOLDEN HOURS AT SEA: This booklet takes you along the voyage between New York and New Orleans, on the Morgan Line. For a copy write: Southern Pacific Steamship Lines, 165 Broadway, New York.

CLIMATOLOGICAL DATA: A complete file folder on El Paso, including such titles as "Filling the Sunshine Prescription," "Profitable Farming in the Sunny Southwest," "Phenomena Produced by Pulmonary Tuberculosis," and "The Climatic Factor in Sinus Infection," is offered by the Gateway Club, El Paso, Texas.

FROM SEA TO SEA: Short-tour suggestions for round-the-world travelers, including safari trips in Africa. Write: Thos. Cook & Son, 587 Fifth Avenue, New York.

COLORADO SUMMER: If you have any idea of being near Colorado next summer, better send for this picture folder offered by the Santa Fe, 1116 Railway Exchange, Chicago, Ill.

IN EUROPE—STILL ROOM TO PARK THE CAR: A detailed description of motoring conditions in Europe, with instructions for shipping your car, are contained in this 36-page booklet offered by: European Auto Travel Bureau, 173 Newbury Street, Boston, Mass.

TO VIENNA BY MOTOR CAR: Routes from western Europe into Austria, with a list of hotels and boarding houses, and general travel information. This booklet comes from the Austrian Tourist Information Office, 400 Madison Avenue, New York.

SAILINGS: Direct to England, Ireland, France or Germany—from New York, Boston, Galveston, or San Francisco. Write North German Lloyd, 6 Broadway, New York, for their schedule No. 8.

Crossing Lethe's Stream

[FROM PAGE 23] ing, and sloping at the sides to a crater, from which there was a forcible eruption. I had vomited. I recall only the mechanical action; there was nothing disagreeable about it—no involvement of the senses of taste or smell, no nausea; in fact, I thought, in a very befogged fashion, "Why, this is not bad at all," and lapsed into oblivion.

Then began a strange emergence, and a very wierd mental reaction toward it. I felt as if I were passing through an evolution, each stage of which, once accomplished, was forever forgotten, by both the nurse and me, and lost forever to the Experience of the World.

"I wonder," my brain would think, "if this will be the real one, the state at which we'll arrive and be known again as alive?"

And then once more would the flood of forgetfulness roll over me and I would realize—quite complacently—that my nurse and I were again relegated to the Cimmerian darkness of the shadows.

A dull ache in my knee prompted me to open my eyes. How bleared the ceiling light looked. It was the one in my room. I

must be downstairs again. Impossible that I should remember nothing that went on during the operation.

Again the ache in my knee. I turned my eyes languidly towards the nurse standing at my side. She looked as impassive as a Murillo madonna bending toward me out of limbo. In some such nebulous fashion did Solvej appear in the cloud. Still the ache in my knee. A long sigh, and when I opened my eyes again the ceiling light was more clear.

"Aha!", thought I, with the pleasure of the discoverer. "Oxygen replaces the lipoids in the nervous system"—and I took several long breaths.

Things were now quite clear; I had arrived at Henley's "mild, complacent dreamery." I looked again at my nurse and smiled.

"Well, how do you feel?" she asked as she held my wrist.

"Not half bad," I drawled drunkenly, "it was really a mos' int'res'ing 'xper'nce"—and so it was!

Second Start

[FROM PAGE 25] ter five years, I found myself with a growing list of growing patients. One evening I decided to attend a neighborhood citizens' meeting which was scheduled to consider something in which I felt an interest. It was

Micajah's Medicated Wafers

are prolonged in action. Easy to use. Superior to vaginal douche and fountain syringe. Successfully employed by physicians in cases of hypersecretion, relaxation, irritations of vaginal tract, and

LEUCORRHOEA

Soothing. Tissue-shrinking. Decongestive. Astringent. Non-irritating. Non-toxic. Samples and literature to physicians on request. Write today.

Micajah's Suppositories

Soothe soreness and pain. Stop bleeding. Shrink pile tissue. Do not irritate or arouse mucous membrane intolerance. Prescribed for proctitis, pruritis.

HEMORRHOIDS

Years of successful use. Physicians! Send for samples and literature. Write today.

MICAJAH AND COMPANY
398 Conewango Avenue,
Warren, Pa.

Send for the free quarter-pound of Sanka Coffee

Convince yourself it is free from caffeine effect

PROBABLY you have long sought a beverage that is free from caffeine effect, yet which has coffee's age-old power to satisfy.

If so, then your search is at an end. If you are a doctor, send the coupon below for the free quarter-pound of Sanka Coffee—genuine, delicious coffee free from caffeine effect.

When it arrives, make the night-test—drink your first cup of Sanka Coffee at night. Next morning you'll know, from actual experience, that it can be enjoyed without causing sleeplessness, indigestion or nervousness. You'll also know that the delicious flavor and aroma of Sanka Coffee will remove any temptation

to drink caffeine-containing coffee.

Sanka Coffee is real coffee—a superior blend of the choicest Central and South American coffees. It is rich and satisfying in flavor—tempting in aroma.

Sanka Coffee has been accepted by the Committee on Foods of the American Medical Association with the statement: "Is free from caffeine effect and can be used when other coffee has been forbidden".

Send the coupon below for a free quarter-pound of Sanka Coffee. With it we shall be glad to send a copy of "The Passing of 'Thou Shalt Not'"—a more complete discussion of Sanka Coffee.

© 1932, S. C. CORP.

GENUINE—DELICIOUS
SANKA COFFEE
FREE FROM CAFFEIN EFFECT

SANKA COFFEE CORPORATION, 1 Joralemon St., Brooklyn, N. Y.

Gentlemen: I am a registered physician. Please send me without charge a ¼ lb. package of Sanka Coffee—also the booklet, "The Passing of 'Thou Shalt Not'."

Dr.

Address.....

City..... State.....

This offer not good in Canada



M. E.—2*

to be my first appearance at a meeting of this character. At the appointed time I strolled over to the school house, where the meeting was to be held. As I entered the vestibule, I heard voices, and was somewhat startled to hear my own name called.

"I could not do otherwise than to pause and listen. There seemed to be some sort of caucus in advance of the meeting, and my name had been suggested for membership on an important committee—a committee concerned with matters other than medical. At first I felt flattered. Suddenly I heard the sharp voice of a prominent banker suggesting a switch for the committee membership from me to my professional competitor. He gave his reasons, too. He said I was pretty well steeped in my profession, had little to do with any other activities, and probably knew very little about the particular business with which the committee was to be concerned. There followed other expressions of similar import.

"All seemed to agree that, outside of medicine, I was a first class numb-skull. The consensus of opinion seemed to be that while I might be a good doctor, I was a very dumb citizen. All were likewise agreed that my competitor was not only a whale of a doctor, but also a very good fellow and smart enough to take a part in the governmental affairs of the community.

"I was so chagrined that I slipped out, unobserved, and went back to my office. The full force of the blow I had received did not immediately fall on me. At first I was disappointed only in the low estimate of my neighbors as to my general business ability. When this wore off a bit, I began to take stock of myself. The inevitable comparisons followed.

"This other doctor who had seemed so popular with my neighbors had been in practice



A Film Creeps Into---Clings to Higher Post-Nasal Orifices

Inspections by rhinologists hours after application prove that these ointments, motivated by the pressure and direction of the breathing process, creep upward into and cling to higher post-nasal orifices. This spreading tendency is promoted by constant regulation of the melting point and specific gravity of both V-E-M and its ephedrine-containing counterpart ZYL. Greater protection is afforded both because of the continued emollient effect of an ointment kept in contact with inflamed mucous membrane and because constant washing of the membranes by solution is not necessary to deposit medication.

V-E-M

Is helpful in the treatment of:

Acute Catarrhal Otitis Media
Symptomatic Coryza
Acute Tubal Catarrh

Common Cold
Chronic Rhinitis
Hay Fever

ZYL (Ephedrine)

is also helpful in the treatment of the above conditions, and in addition, of acute catarrhal affections of the sinuses.

Samples Gratis

Kindly write on professional stationery to

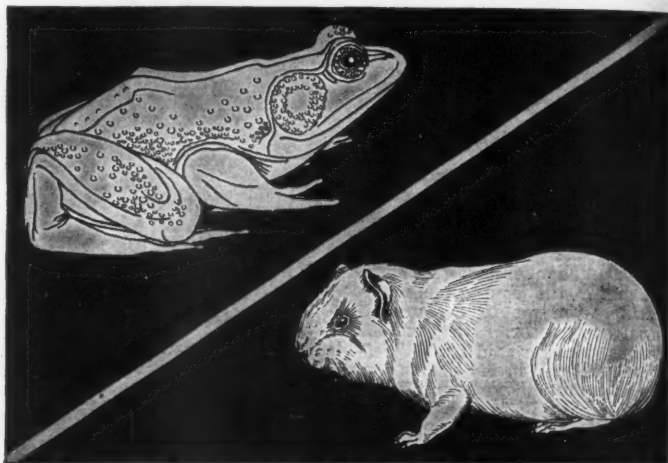
Schoonmaker Laboratories, Inc.

Caldwell

New Jersey

DIGITALIS Duo-Test "McNEIL"

... Creating a Uniform Standard in a Variable Drug



THE McNeil Laboratories have specialized on Digitalis preparations for many years. The original Digitalis Leaf is first tested for potency by the official frog method, and this test is checked by determining the minimum lethal dose on guinea pigs by the Reed-Vanderkleed method. This constitutes the McNeil Duo-Test method of control. When the crude drug, which has met these requirements, is made up into Tincture or Capsule form,—these finished preparations are again subjected to the McNeil Duo-Test and carefully adjusted. Moreover, the stock of Digitalis preparations in the McNeil Laboratories is re-tested at regular intervals so that the element of deterioration is reduced to a negligible minimum. A uniform product of dependable standard strength is the result.

CAPSULES DIGITALIS LEAVES, Duo-Test "McNEIL"

Each capsule contains one grain of powdered Digitalis Leaves, (fat-free), tested and check-tested as above and standardized to the United States Pharmacopoeia. The "McNeil" black capsule prevents decomposition from light and protects the ingredients from atmospheric conditions.

Price, \$0.75 per 100; \$3.15 per 500;
\$6.00 per 1,000

TINCTURE DIGITALIS Duo-Test "McNEIL"

Each 10 minims represents 1 grain of the fat-free drug (U. S. P. tincture strength). Biologically tested and standardized by the official frog method and then as an added safeguard check-tested by the guinea pig method.

Price \$6.00 per doz. 1 oz. Bottles

Passed by Council on Pharmacy and Chemistry of the American Medical Ass'n

ROBERT McNEIL - PHARMACEUTICALS - SURGICAL SPECIALTIES - PHILADELPHIA, PA.

ROBERT McNEIL, 2900 N. Seventeenth St., Philadelphia, Pa.

Gentlemen: Please send me free a generous sample of Capsules Digitalis Duo-Test "McNeil".



ME-3

Name _____ Address _____
Dealer's Name _____

only a year or two longer than had I. Our professional standings, were, it seemed to me, about on a par. But he lived in a beautiful new, modern house, that must have cost about \$35,000, while I lived in the same apartment that originally housed my family.

"He visited his patients in an expensive coupe which always seemed to be new and had his family driven about in a limousine by a liveried chauffeur, while I made my calls in the family car of well known, but low-priced make.

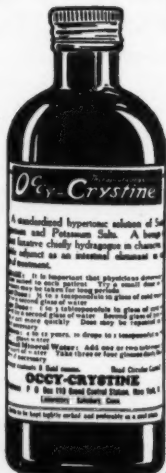
"He was a director in the new bank in which I made my modest deposits. He belonged to two country clubs and an exclusive down-town business club, while I felt barely able to pay my dues in the more popular City Club, with privileges at an almost defunct country club. He was popular with all classes. I had a certain popularity in a limited circle of friends and with my own pa-

tients. He was accumulating a generous competence. I was making a 'good living'.

"I concluded then and there that I was not making a success. I ticketed myself as a sort of successful failure. I knew I was doing some good work. Had my work not been up to par, I should have stayed right there and congratulated myself. But the very fact that I was doing good work made the pill I was compelled to swallow all the bitterer. I felt that, through errors I had made, I and my family were deprived of the legitimate fruits of my labors and the public was missing the service which I was able to render.

"I also concluded that it would be futile to attempt a change of tactics. My status was fixed as far as my present practice was concerned. So I decided to move, and to do so at once. Since my troubles did not lie in the community, but were wholly confined

"THE SATURATED SULPHUR-BEARING LAXATIVE"



Occy-Crystine

Therapeutically Correct

Toxic putrefactive bowel products are the chief impediments to natural and artificial therapeutic measures. Their removal and detoxication is the function of Occy-CRYSTINE.

Liberal clinical trial supply
postage prepaid on request

Occy-CRYSTINE CORPORATION M. E.
P. O. Box 118, Grand Central Station
New York, N. Y.

Gentlemen:—Please send me postage prepaid a clinical trial supply of Occy-CRYSTINE.

Name.....
Address.....

Laboratory
Salisbury,
Conn.



Pride of OWNERSHIP

POSSESSION of something really *fine* is a constant source of satisfaction. In bloodpressure apparatus it is a Baumanometer. No other instrument can possibly give you greater accuracy, be more simple and easy to handle, or more handsome and professional in appearance. It has settled permanently the problem of reliable bloodpressure equipment for thousands of physicians who are using it. The Baumanometer is a master instrument, reflecting dignity and efficiency in any doctor's office. Ownership of it denotes appreciation of finer things.



The New KOMPAK Model

Smallest, lightest, handiest, with a perpetual guarantee for accuracy. Looks and handles like a fine camera. Weighs 30 oz. and slips into the pocket easily. Built for hard wear. Any surgical instrument dealer anywhere will gladly send you a KOMPAK on approval. Just send him your name and address with your request.

W. A. BAUM CO. Inc., 100 Fifth Avenue, New York

SINCE 1916 MAKERS OF BLOODPRESSURE APPARATUS EXCLUSIVELY

to my own actions, I could see no advantage in a distant move. I even considered going to another suburban community in the same city.

"There was, however, another city of about the same size only seventy-five miles away. The two cities were very much alike. To this city I went, and found a suburban location very much like the one I proposed leaving. Inquiry disclosed that it was not over-run with doctors, and that other conditions were good. In looking about, I learned that there had recently been a fight over the location of the branch post-office, with the result that the Government had constructed a new building, leaving the erstwhile post office building, which was the most prominent and costly building in the community, vacant and on the hands of an irate and disappointed owner. The building was recommended to me as a possible office location, and I was thrown in touch with him. He at first refused to consider renting any part of the building, but it developed that he was about to leave on a year's European trip, and was anxious to dispose of the property.

"I presume my determination to be friendly, and to take part in affairs outside of medicine, made me talk to him about his problem. At any rate, after a day of friendly negotiation, I entered into a contract under which I leased the upper floor for both office and residence, with an option to buy the entire property, the option expiring in one year. I also agreed to supervise the leasing of the two rooms with street frontage on the ground floor. Thus I actually became the manager, and virtually, for the year at least, the owner of the most prominent building in the business section.

"I went back home to close up my business and get ready to move. When, two weeks later, I

Pulvoids Natrico

ARE different!

Increasingly Successful in
Symptomatic Treatment of

HYPERTENSION

To prevent the blood pressure
from rising to dangerous levels.

To reduce the blood pressure to
a point of safety, when it is at
a very high level.

Some Recent Case Reports

Mrs. Mc., 68 years, Chronic Nephritis with Hypertension. Blood pressure before 210/132. One PULVOID Q.3.H. with diet. 1st week, 190/100; 2nd week, 176/92; 3rd week, 180/98; 4th week, 172/100.

Mrs. M., 55 years, Essential Hypertension. Blood pressure before 200/124. One PULVOID Q.4.H. two at noon time with diet. 1st week, 192/100; 2nd week, 176/92; 3rd week, 162/88; 4th week, 146/86.

**Pulvoids
Natrico**

(REG. U.S. PAT. OFF.)

(Enteric, sugar-coated,
green color)

Non-toxic, non-gastric disturbing. Effectively combining Sodium Nitrite, Potassium Nitrate, Crataegus Oxyacantha and Nitroglycerin, in stable form.

The Drug Products Co., Inc.,
26-33 Skillman Avenue,
Long Island City, N. Y.

- ☐ Special 1-time offer—200 Pulvoids for \$1.00 cash with order.
- ☐ Send me free copy of "High Blood-Pressure. Its Diagnostic Importance. Its Efficient Treatment."

Dr. _____
Address _____

To keep your Patients on the job . . .

More important than ever today . . . not a whit easier for the Rheumatic, the Arthritic or for the toxic case with impaired resistance, constant lassitude.

When the patient must keep going, and easement of rheumatic pain or discomfort is needed . . . when colds threaten to turn into worse . . . when quick recovery is needed from Grippe and its sequelae-

When there is neither time nor inclination to theorize . . .

Tongaline will get him on his feet.

It's not a new molecular arrangement—not a high powered dye, or such.

Just a sound prescription that you or your colleagues have been writing effectively for many years.

Try it.



Tongaline

Send me enough Tongaline to put one patient on the job anyway . . . and literature please.

.....M. D.

.....St.

.....City and St.

MELLIER DRUG CO., St. Louis, Mo.

returned to the new location, I found that the owner of the building had announced my lease and option. Both the neighborhood weekly and the big city dailies had played up the story as one of the really important real estate transactions of the season. I was described as a successful physician of many years practice in the nearby city, and one of the reasons given for my move, doubtless originating in the boasting spirit which I afterward learned about, was that I would have a better opportunity for the investment of my surplus funds. I was heralded as not only a desirable addition to the city's professional forces, but also as a constructive builder and an important factor in civic affairs. Apparently I had achieved more prominence before starting in the new place than five years of active practice had given me in the old.

"I arrived at my new location

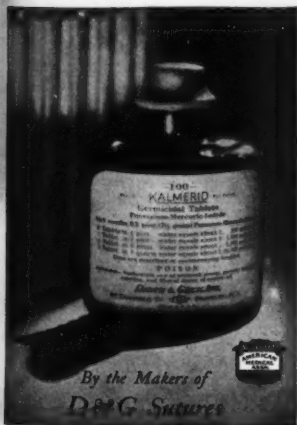
on Tuesday, shipping my household goods and office furniture overland by truck. The rooms for office and residence had been refinished and made ready, so the big truck backed right up, ready for business. About an hour after we started to unload, someone asked for me. It was my first professional call in the new place.

"Before we were fully settled, I received an invitation to attend a meeting of the business men of our section. Remembering my resolve, I decided to accept, and promptly mailed the requested post-card. At the scheduled time and place, I arrived, right on the dot. There were some fifteen men present, and I was cordially received and introduced as the new doctor and owner of the old post office building. I soon learned that the meeting was called to consider holding a street fair, designed to stimulate business and advertise our community.

[TURN THE PAGE]

KALMERID *Germicidal* TABLETS

Potassium-Mercuric-Iodide



THIS double salt of iodine and mercury is one of the most efficient germicides known. It exceeds both iodine and bichloride of mercury in bactericidal potency, is of comparatively low toxicity, is non-irritative, and forms no insoluble combinations with proteins.

Each tablet contains 0.5 gram (7½ grains) potassium-mercuric-iodide

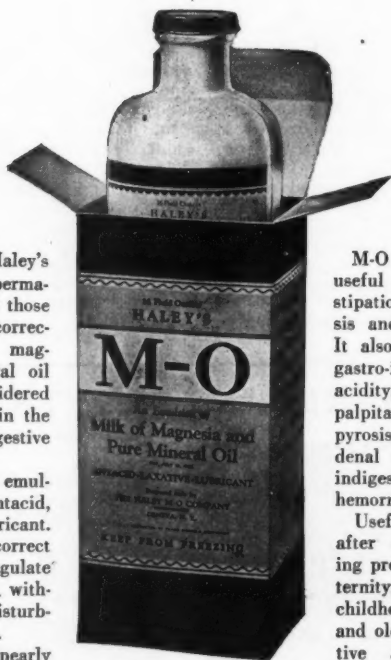
Bottle of 100 tablets... \$3.00
Less 25% on 10-bottle lots or more

Descriptive literature will be sent upon request

DAVIS & GECK, INC., 217 DUFFIELD ST., BROOKLYN, N.Y.

ANTACID AND LUBRICANT

combined, make this a doubly effective corrective agent



BECAUSE Haley's M-O is a permanent emulsion of those two established correctives—milk of magnesia and mineral oil—it may be considered doubly effective in the treatment of digestive disorders.

In this single emulsion are united antacid, laxative and lubricant. Together they correct acidity and regulate bowel movement, without digestive disturbance or leakage.

Since it is nearly tasteless, and therefore easy to take, the doctor who suggests that his patient use M-O will experience little difficulty in having his recommendations carried out.

M-O is exceptionally useful in spastic constipation, intestinal stasis and auto-infection. It also serves well in gastro-intestinal hyperacidity, sour stomach, palpitation, heartburn, pyrosis, gastric or duodenal ulcer, intestinal indigestion, colitis, hemorrhoids.

Useful before and after operations, during pregnancy and maternity, in infancy, childhood, maturity and old age. An effective antacid mouth wash. Procurable at all druggists'.

Liberal sample and literature on request. Address the Haley M-O Company, Inc., Geneva, N. Y.

HALEY'S M-O

an emulsion of milk of magnesia and pure mineral oil

"A discussion followed in which I did not participate, and finally contributions were called for. Three of the leading merchants promptly subscribed \$200 each, while other subscriptions ran down as low as \$10. In a bit of a panic, but keeping in mind my resolve to enter into all civic activities, I choked out a subscription for \$200. The announcement was received with hand-clapping, and its effect was magical. I was accepted, not merely as one of the group, as I had hoped, but as one of the leaders. I have often wondered whether that \$200 might not be the best investment ever made. It was probably was.

"I changed my tactics, following a course quite different from that followed in the other city. I took a lively interest in the affairs of others, and particularly the affairs of the community. Two months after locating a clinic for school children was organized, with permanent quarters furnished by the city. All physicians were drafted for the work, but I was placed in charge of our district. This gave me wide publicity and furthered my acquaintance.

"I assumed a new, friendly attitude toward my patients. I really became acquainted with them, and learned to call the children by their first names. My interest in my work, which had before been so largely a technical interest, enormously increased, and to it was added a sort of human interest which gave me a great satisfaction.

"As I progressed, I began to realize the terrible mistake I had made in my first five years of practice. I now knew that I was never really in danger of becoming the blustering, blundering type of doctor that had so impressed me in my youth, and had, later, obsessed me. I discovered that there was nothing unprofessional in friendliness. Instead of losing poise, I had gained a new sanity that I had not known be-

REVELATION TOOTH POWDER



is an absolute cleanser and if your tooth brush is not clean your dentifrice is not a cleanser.

A clean tooth brush is as essential as clean teeth.

Send your professional card for full size can of Revelation and literature without charge.

August E. Drucker Co.
2226 BUSH STREET, SAN FRANCISCO

HEAD COLDS!

FREE BOTTLE—Results in the

localized treatment of Head Colds often depend upon the thoroughness with which medication has been applied.

Efemist (Hart) makes possible rapid vasoconstrictor, analgesic and antipathogenic action *without irritation* in every crevice of the nasopharyngeal tract.



Send for FREE Bottle—NOW

HART DRUG CORP.,
35 S. W. 2nd St., Miami, Fla.

Please send me free bottle of EFEMIST.

M.D.

TEST
the Copper
Iron Combination
used
in Controlled Studies

Note:

The contents of the Copperin capsule can be dissolved in milk...a valuable point in children's cases.

In Anemias
of Pregnancy, of
Children, and fol-
lowing hemorrhage
or infections . . .
Erythrocyte and
Hemoglobin re-
sponse are more
prompt when Cop-
per and Iron are
administered.

COPPERIN

"A" "B"
for adults for children
in tasteless, assimilable 6 grain
capsules—furnishes the salt
combination of
tested value.



MYRON L. WALKER CO., Inc.,
508-10 Franklin Avenue,
Mount Vernon, New York.

Please send me a clinical test supply
of COPPERIN together with literature.

Dr.

Address

City..... State.....

are. In my changed status, I found it much easier to uphold the best traditions of my profession.

"The balance of the story is quickly told. Business flowed into my office in a constantly widening stream. At the end of six months I was actually so busy in handling my practice that I was able to almost completely forget the financial side of it. I employed a secretary. Her reports told me that I was doing more business every week than I had done in the busiest week in my former location.

"I have been in the new location seven years. I have a \$35,000 home. I have the most modern office in the community. I have two automobiles. I am director in the bank and one trust company, the former in the city and the latter in our own section.

"I am not boasting about these things, but am just telling them because they are facts. I get

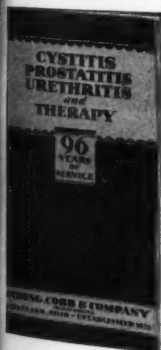
much more satisfaction from my sense of accomplishment than I do from the accumulation of money and property. What I am most proud to relate is that I am serving just about the maximum number of patients that time and human strength will permit.

"I no longer have any false notions about dignity or professionalism. I am genuine, real, natural. I am just myself, giving at all times the best I have. I feel that I am now, indeed, a success.

"Oh, yes, and I own the old post-office building."

Wastebasket ... or File?

[FROM PAGE 29] there in this circular mail matter is a lot of pure wheat to separate from the chaff. All of it is valuable for study,



Have You Read this Interesting, Abbreviated Treatise on GENITO-URINARY DISEASES?

We believe there are some points in this booklet that will be of interest to you, and suggest that you tear this out and clip it to your card or prescription blank for a complimentary copy, as well as for a professional sample of Cysto-Sedative.

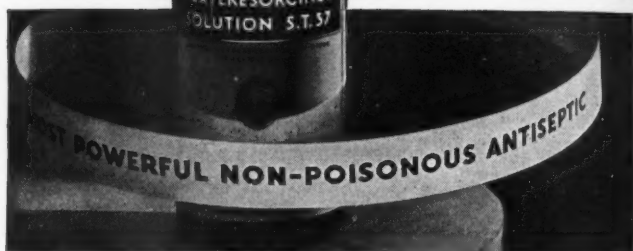
Cysto-Sedative is a highly efficient therapeutic agent in the treatment of Cystitis, Prostatitis, Urethritis, Painful Micturition, etc.

Strong, Cobb & Co., Inc.

Cleveland, Ohio

As a Gargle

**A PLEASANT AND
MOST POWERFUL
ANTISEPTIC**



IN laboratory experiments a one-to-three dilution of this highly active bactericide destroys bacteria on less than 15 seconds' contact. Since it is difficult to gargle for long periods, such rapid action is most important.

And even though the patient should swallow large quantities of it, no harm results. For Hexylresorcinol Solution S. T. 37 is absolutely non-toxic.

But this is not all . . .

Hexylresorcinol Solution S. T. 37 diluted as a gargle or applied topically full strength exerts a powerful antiseptic action. Your druggist carries Hexylresorcinol Solution S. T. 37 in three- and twelve-ounce bottles.

HEXYLRESORCINOL SOLUTION S.T. 37

(Liquor Hexylresorcinolis 1:1000)

**PHARMACEUTICALS
BIOLOGICALS**

Sharp & Dohme

**PHILADELPHIA
BALTIMORE**



UL
RIC

because it is all "selling talk." Somebody wants to sell us something, and to do so they must present their wares in an attractive dress; they must create in our minds the desire to have that new tonsil snare, or that new analgesic. They must make us believe we simply must have that snare; that we can't get along without it; that their products are superior to others.

By the same token, we must retain an active and a vigilant sales resistance." We do not want some smooth-tongued salesman, or some cleverly printed sales talk" to unload on us some worthless mining stock, or some other item we do not need. It takes study, much study and constant study, to separate that wheat from the chaff. It also takes considerable time, unless the physician also cultivates the ability to evaluate swiftly and accurately. We cannot do without a capacious wastebasket; I work nine overtime occasionally, but nothing goes into that wastebasket until it has run the gauntlet of swift, searching and interested scrutiny.

The observant doctor quickly learns to know the progressive, up-to-date, worthwhile and reliable medical and surgical houses. Then Eli Lilly, or Parke Davis and Company, or the Abbot Laboratories, or Mead Johnson & Co., or the Winthrop Chemical Company, or Mulford, or Hoffman La Roche, or Bauer & Black, or E. R. Squibb, or Merck & Company, or Becton, Dickinson & Co., or Johnson & Johnson, or General Electric, or H. G. Fischer Company, or Liebel-Flarsheim, or V. Mueller, or Meyrowitz, or Sharp Smith, or Wappler Electric—a hundred other first class and progressive medical and surgical firms—send me literature—I now they have a message that perhaps need and need badly. This is literature which is well written, scientifically written, and

Ceanothyn AT THE MENOPAUSE

Among the untoward symptoms associated with the climacteric is a frequent tendency toward excessive bleeding, which may or may not be malignant in origin.

To relieve bleeding and permit more extensive examination, Ceanothyn may be administered because of its well-known effects on coagulation.

Ceanothyn offers a valuable non-toxic coagulant, which has the added advantage of convenient administration—Ceanothyn is given by mouth.

Dose: For acute hemorrhage give one tablespoonful of Ceanothyn every hour until controlled.

In continued but milder bleeding give one dessertspoonful of Ceanothyn three or four times a day, continuing administration while necessary.

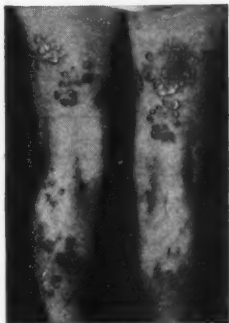
Flint, Eaton & Company
Laboratories

DECATUR

ILLINOIS

M.E. 2

Professional Confidence ... in Mazon



Psoriasis duration
15 years.



Complete elimination
8 weeks.

MAZON

the modern scientific treatment for microbic, parasitic and other skin conditions.

IMMEDIATE PRURITIC RELIEF
COMPLETE RAPID ABSORPTION
EASE OF APPLICATION
POSITIVE RESULTS
NO BANDAGING

Many thousand Mazon and Mazon Soap samples were sent physicians during the past year for clinical tests.

These clinical tests have substantiated our claims—expressed by authentic photographs and statements—concerning the distinctiveness of Mazon treatment, making it acceptable to both physician and patient. Many interesting clinical reports are in our files—which we believe worthy of passing along to the Medical Profession:

"Some weeks ago you have been kind enough to send me samples of Mazon Ointment and Soap. Gratiified to state that the patient to whom it was given had Psoriasis of the scalp for 12 years. Today it is practically cleared."

Fremont, Wisc.

"The samples you sent me appear to be all you claim for it."

Miley, S. C.

"The first samples were used with immediate results."

Cincinnati, O.

"Your sample of Mazon and Mazon Soap has done wonders for a stubborn case of dandruff."

Johnson City, Tenn.

"for the past fifteen years has had eczema. I tried everything. So far, with two samples of 'Mazon' it has almost vanished."

North Haledon, N. J.

NOTE: Mazon Soap properly prepares the skin for the absorption of Mazon

Belmont Laboratories, Inc.

4430 Chestnut St., Philadelphia, Pa.

Gentlemen: Please send me trial supply of Mazon and Mazon Soap.

Dr. _____

Address _____

City _____ State _____

with the latest and best information on that particular subject.

No literature from a well known house goes into my wastebasket unexamined; if important enough it is quickly scanned and then set aside for more leisurely study. If it is only an effort to sell me mining stock, or worthless bonds, or a crooked collection service, I find it of value to study the "selling" talk employed. It takes a minute or so to scan; and unconsciously one is bound to absorb valuable professional information, as well as "selling" ammunition.

Perhaps the process may seem slow to the young doctor, but in due course he begins to somehow or other "sell" himself to The Public and before long he has a practice. It may take a decade or two before his practice has grown so that "Consultation by Appointment Only" is strictly observed; but with average ability, modern, up-to-date medical

and surgical knowledge, sound medical economics, and the broadly acquired "selling" ability acquired through close study of the selling efforts and methods of successful men and business houses all about you, success in medical practice cannot elude your eager grasp.

Even the salesman at your door—try to take a minute to give him a pleasant smile and a hearty handshake. Find out what his "line" is. If it is something you are interested in, give him a few minutes in which to tell you. If it is something you are not interested in, tell him so frankly and firmly, but politely, and terminate the interview.

No mining stocks; no bonds today; but if the salesman wants to leave you a sample of his wares and a bit of literature take it gladly; perhaps you may locate gold before the wastebasket is reached.

Some of the men on the road



EPHEDRINE

now in a

New, Convenient Form

-- Quicker Results --

A new way of nasal medication which you and your patients will surely welcome.

EFRACOIDS contain ephedrins, hydrochloride, camphor, menthol, phenol and boric acid in a small NASULE with an elongated neck. Top of neck is simply clipped off and a part of contents of NASULE squeezed into

each nostril. Easy to use. Convenient. Quick results.

EFRACOIDS provide the correct therapeutic aid in reducing congestion of the mucous membranes in head colds, asthma, hay fever and other inflammations of the nasopharyngeal tract. Send coupon for generous trial box.

EFRACOIDS

.....Send this coupon for generous trial package.....

HARRIS DRUG CO., Inc., 232 E. 125th St., New York.

ME-2

Gentlemen: Please send me a professional sample of EFRACOIDS.

Name

Address

"What a pleasant way to get back my strength, Doctor"



Extra nourishment . . . without extra burden on the digestion

DOCTORS often say that in convalescence, one of the greatest problems is nutrition. High nutritive value, united with quick digestibility and assimilation, at once suggests milk. But many patients dislike milk. Even those who detest plain milk, or who have no appetite, yield to the delicious, creamy chocolate smoothness of Cocomalt.

Far more important, however, Cocomalt actually adds 70% to the nutritive value of every glass or cup of milk. For Cocomalt is a scientifically balanced combination of milk proteins, milk minerals, converted cocoa, eggs, barley malt and sugar. Easily digestible, too.

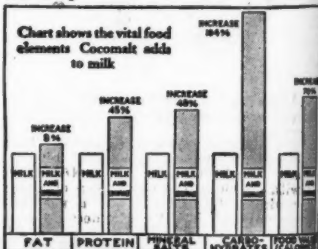
For these reasons physicians are increasingly recommending Cocomalt in convalescence, in general debility,

for expectant and nursing mothers, for growing children.

Cocomalt is sold in both grocery and drug stores in $\frac{1}{2}$ lb., 1 lb. and 5 lb. cans.

Free to Physicians

We should be glad to send you a trial can of Cocomalt for testing. Simply use coupon.



R. B. DAVIS CO., Dept. 29B, Hoboken, N. J.

Please send me, without charge, a trial can of Cocomalt.

Name

Address

City State

are veritable walking mines of accurate, up-to-the-minute information on various lines of medicine and surgery; or they can tell you of some newer and better methods Doctor So-and-So is using so successfully.

Treat them like men and gentlemen; create and retain their good will even if their "selling" talk fails to get over. Of course, do not overdo the thing; but just because a caller says he represents Such-and-Such-a-House instead of desiring professional treatment, is no reason for abrupt and rude dismissal. They are trying to make a living in their calling just as you are in yours.

I go further than just rapid, accurate, intensive examination of all advertising matter coming to the office. Let me see something anywhere, in any medical journal or elsewhere, that offers possibility of newer and better service to my patients, and I promptly write my request for full literature.

Frankly I would like to be permanently on the mailing list of every progressive, up-to-date medical and surgical supply house in the country. I do not care how heavy the barrage of literature and "high pressured" selling talk. That is an important part of my practice, to rapidly and accurately evaluate, to separate the gold from the dross, to buy whatever I am able to that is newer and better in professional wares, medical and surgical.

In other words, I feel that through close study of that Science and Art of Wastebasketry, of intensive development of the ability to rapidly and accurately file in my wastebasket only that which is entitled to such disposition, I am daily acquiring better professional knowledge and thus "selling" myself to The Public in a bigger and better way.

Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness, constipation and wherever there is evidence of acidemia or decreased alkalinity.

Literature on request

VASS CHEMICAL CO.
Danbury, Conn.

HEAD COLDS!



FREE TUBE—
Rapid relief from head colds for your patients when you prescribe **Efedron (Hart)**.

It produces powerful simultaneous decongestive, analgesic and antipathogenic action locally.

Send for Free Tube—**TODAY**

HART DRUG CORP.,
35 S. W. 2nd St., Miami, Fla.

Please send me free tube of **Efedron.**

M.D.



This Trade Mark Is More Than a Decoration.

The famous old symbol of Aesculapius which appears on every Kny-Scheerer Instrument does more than identify the maker. It is positive assurance of the finest available features in instrument design and manufacture.

Take Haemostats for example. The Box Lock pattern, illustrated, guarantees a lasting type of Forceps, assures perfect alignment of the tips at all times, and is highly preferable to any type of screw lock instrument. Another feature is the extreme resiliency of the jaws and shanks, which allows the tips to grasp firmly without crushing tissue. A casual glance will not show these points, but the Kny-Scheerer Trade Mark is your guarantee.



We would perform a service to physicians if we made our symbol so large that it could not possibly be overlooked. Unfortunately this would not be practical, so we suggest that you look for the Kny-Scheerer Trade Mark before purchasing any instrument. Distributors of Kny-Scheerer Instruments are located in all large cities. If your dealer cannot supply you, write us.

KNY-SCHEERER CORPORATION

580 Fifth Avenue, New York, N. Y.

Speaking Frankly

[FROM PAGE 7] relief, will practically cure themselves if given a fair chance; still we have to admit that the chief thing is, at the beginning, a correct diagnosis.

Let us consider his example of the woman who slips and breaks a small bone in her foot—"by skillful palpation he (the doctor) was readily able to decide that probably there was a broken bone in her foot, without bony displacement. He strapped the foot, put the lady in bed for ten days, and the injured member promptly got well. The cost was minimal. He had considered the patient's purse."

If a bone is broken, will the foot be well with strapping and ten days in bed? And can skill-

ful palpation always find a broken bone? If it does not, and the patient is told there is only a sprain, what will be said of the doctor, if after two weeks the foot is not well, and it then turns out that there was a fracture not discovered by the doctor? A suit for malpractice may well confront him.

Again, how often has it occurred, since the advent of x-ray, that a fracture of one of the long bones, the femur we will say, correctly diagnosed and treated without an x-ray and resulting in union and restoration of function, has later been x-rayed by another doctor, and because this shows slight over-riding, a suit for damages has been brought against the first doctor, in spite of the entire recovery of the patient? Medical literature is full of such cases.

Would it not be wiser in the case of the woman with a fracture of a small bone in the foot,

80 YEARS OF SERVICE

*Some of our specialties
that physicians are using
with splendid results.*

**IODOTONE
MYODINE
PHOSPHORCIN
AGAR
PREPARATIONS**

*You can prescribe with confidence, any drug,
chemical or medicine bearing the E. & A. label.*

EIMER & AMEND

Est. 1851

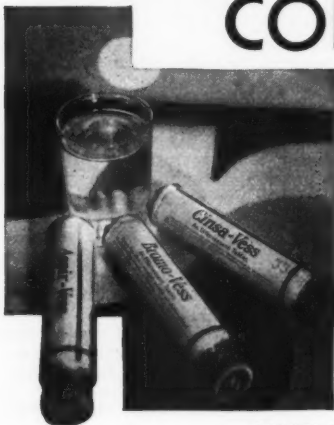
Third Ave., 18th to 19th St.

Inc. 1897

New York

Beginning in 1851, when Millard Fillmore was President of the United States, ten years before the Civil War and continuing for eighty years, EIMER & AMEND have been manufacturing and supplying the Medical Profession, throughout the country, with Medicines, Drugs, Chemicals and Laboratory Supplies. The name of EIMER & AMEND, on an article, during this period of time, has become a guarantee of purity, quality and reliability.

RHEUMATIC CONDITIONS



At this season of the year with its current crop of arthritic and rheumatic sufferers, the physician anxiously seeks newer and more effective methods of relieving symptoms and, if possible, improving the condition itself.

Apparently Cinchophen and sodium salicylate remain the two staple anti-rheumatic agents, but unfortunately as ordinarily administered they offer certain objectionable features which interfere with their routine use.

Without changing the chemical composition of the drugs themselves, we have succeeded in combining them in a vehicle which renders them more acceptable to the patient as well as more effective.

This new form for a well established treatment is available under the name

CINSA-VESS

—a combination of cinchophen, 5 gr., sodium salicylate, 8 gr., colchicine, 1-200 gr., sodium bicarb., 33 gr., citric acid, 21 gr.

Cinsa-Vess presents an effervescent tablet which dissolves rapidly in water. Because of the effervescent character of the medium, the products are carried rapidly into the intestines, with quick absorption. The alkaline character of the base aids in combating the associated acidosis, usually encountered in arthritic conditions.

Other Effervescent Products manufactured by us are:

ASPIR-VESS, which contains 5 grains of aspirin in an effervescent alkaline medium.

BROMO-VESS, which contains potassium, sodium and ammonium bromide in an effervescent alkaline medium.

EFFERVESCENT PRODUCTS, Inc.
ELKHART, IND.

**ASPIR-
BROMO-
CINSA-**

VESS

to have her sent to a hospital, have an x-ray taken and have her return home for treatment? The additional charge is very slight, and both the doctor and the patient are protected. Any doctor who neglects any reasonable aids to diagnosis, lays himself open to criticism and trouble, and is not giving his patient the best treatment.

A sincere desire on the part of the doctor to save his patient expense is seldom taken as an excuse for a mistake in diagnosis. Even when there is no mistake, he will often be accused later of carelessness. Unfortunately, many patients are only looking for an excuse to sue their doctors for damages, and a doctor must always protect himself.

By all means, let the doctor save his patient from undue expense wherever possible, but let him at the same time, make every effort to arrive early at a correct diagnosis and take a course which will protect himself from future criticism, and his patient from future trouble.

George H. Ryder, M.D.

Enterprise

TO THE EDITOR:

Your little monthly publication has a bright enterprise to it that is very likable. Congratulations on what you are doing.

D. M.

Courtesy

TO THE EDITOR:

Have you ever thought of the life insurance companies' attitude toward physicians?

A company will have its agent write an application without medical examination. The applicant says Dr. Jones treated him for some well-known ailment, and that he was sick for six or seven weeks.

The insurance company thereupon writes Dr. Jones for a diagnosis, report of the case, and so forth, but offers no fee for this service. Its letter to the physician reads: "As a courtesy to Mr. John Doe, who is an applicant



SANMETTO..

It acts as adjuvant to other general measures of treatment. It interferes with none.

Dose: One to two teaspoonfuls.

Samples and Literature on Request

OD PEACOCK SULTAN COMPANY

**4500 Parkview Place
St. Louis, Missouri**

SANMETTO

**Here is an improved Syringe
which eliminates leakage,
backfire and
excessive breakage**

VIM
Emerald Syringe
Slow Ground

— Accept this offer

"SLOW GRINDING" has upset old ideas about syringe accuracy and long life, and gives you an improved syringe that outlasts ordinary syringes as much as five times.

Rapid grinding sets up strains that later result in excessive breakage, leakage and backfire. "SLOW GRINDING" eliminates these troubles.

— Accept this offer

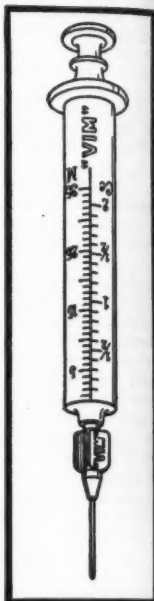
We would like to have you try this new syringe at our risk. Try it ten days. Then if you are willing to part with it we will cancel the charge.

VIM Products are sold by Surgical Instrument Dealers

Just check the size you want to try and send this advertisement to your surgical instrument dealer, for a VIM "Slow Ground" Syringe to try.

2 c.c. Regular VIM Syringe	@ \$1.25
5 c.c. Regular VIM Syringe	@ \$2.00
10 c.c. Regular VIM Syringe	@ \$2.50
20 c.c. Regular VIM Syringe	@ \$3.00

MACGREGOR
INSTRUMENT CO.
NEEDHAM, MASS.



for a policy in this company, we hope you will supply us with the necessary information."

The company gets the information from the M.D. practically the same as if an examination was made, but does not pay.

It is time to put this before the medical men so as to help whip the life companies back into line.

E. W.

Epidemic

TO THE EDITOR:

I have been reading MEDICAL ECONOMICS for years with pleasure and profit, and am taking this opportunity to thank you. Accept my hearty commendation for your efforts in the interest of the profession.

I have a local health problem. Diphtheria and scarlet fever are epidemic, quarantine and other preventive efforts being very lax. One physician has publicly expressed doubt as to the safety and efficacy of scarlet fever prod-

ucts as are now supplied by biological houses.

Will you furnish me for publication in the local paper an article dealing with the prevention, treatment, and control of these diseases, especially scarlet fever?

C. B. Cooper, M.D.

[The Gorgas Memorial, 1331 G St., N. W., Washington, D. C., has a large assortment of material of this nature, and will undoubtedly be glad to supply it for such a purpose.]

Tolerance

TO THE EDITOR:

In the layman's eyes, every doctor is either an angel or a devil; every fault is overlooked or magnified according to the circumstance. Arbitrary judgment applies to medicine probably more than to any other profession.

This very fact in itself should be the means of purging our own ranks of prejudice and intoler-

FREE

Generous
Sample of

MU-COL

The Aseptic
Mouth Wash,
Gargle and
Nasal Douche

Detergent
Prophylactic
Anti-Catarrhal
Anti-Pruritic

Send This
Coupon
for Free
Sample

for

SORE THROAT

and all Membranous Affections

Mu-col assures surgical cleanliness of all membranous areas without the use of poisonous or irritating washes.

Mu-col is widely employed by thousands of physicians for Sore Throat, Catarrh, Oral Hygiene, Diphtheria, Tonsillitis, Feminine Hygiene, Dermatoses, etc.

Whenever a detergent wash of sufficient strength (without using corrosive coal tar or phenol) is required, Mu-col is now prescribed. Nearly 30 years of use have established it as a safe and dependable prophylactic.



Please send this coupon attached to your letter-head, card or prescription blank.

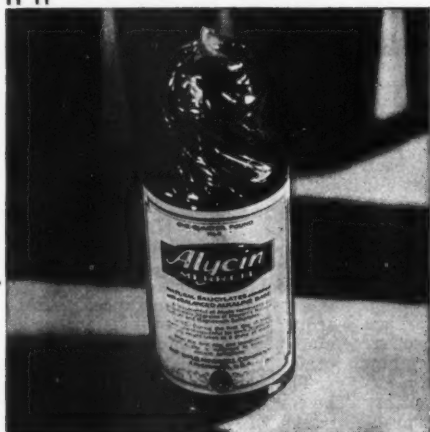
Mu-col Co., Suite 342-G, Buffalo, N. Y.

Please send me a Liberal Sample of Mu-col without cost or obligation.

Name..... M. D.

Address.....

COLDS, INFLUENZA »



A DUAL ATTACK

IN line with recent research which favors the association of alkalis with salicylates, the Wm. S. Merrell Company—pioneers in natural salicylate medication—have introduced

ALYCIN

Alycin combines Merrell's Natural Salicylates with a balanced alkali.

Alycin provides a dual attack on colds, etc.—the natural salicylates help relieve the symptoms of pain and fever without gastric upset, while the balanced alkali combats the underlying acidosis quickly and safely.

For the same reasons Alycin is proving to be the medicament of choice in Rheumatism, Arthritis and the Neuralgias.

Let us send you a full size container of Alycin so that you can make a thorough clinical test.

THE WM. S. MERRELL COMPANY
CINCINNATI, U. S. A.

ance. That we are so often judged arbitrarily by outsiders should make us all the more ready to avoid the folly of judging one another arbitrarily.

The petty jealousies which exist in medicine are all born either of selfishness or of ignorance. Neither has any place in our profession. By building a Chinese wall of prejudice and intolerance around ourselves, we are not only limiting our opportunities to acquire knowledge through fellow contact, but we are repeating the mistake we are so quick to perceive in the public's attitude toward us.

Criticism aimed at the profession in general by the layman is not due to ignorance, commercialism, nor want of feeling for his fellowman, but to sheer thoughtlessness. Are we to be guilty of the same degree of thoughtlessness toward one another? The fact that we are all in the same boat, tossed on the sea of public thought, should encourage mutual understanding.

Recently a physician wrote these golden words: "What we call the science of medicine is a most variable and unstable affair, constantly changing, and constantly to change. Today we are justly proud of the body of scientific medicine. If we could live into the next generation we should be ashamed of it."

With that thought firmly in mind, how can anyone be anything but tolerant?

Let us remember this: We will progress farther and faster on oil than on carborundum, and also with less wear and tear. If we court the respect, esteem, and loyalty of our fellow-co-workers, as diligently as we court the favor of the public, our group intelligence will shine more brilliantly in the eyes of the world.

A. Pulford, M.D.

Insurance

Financial experts agree that about

TO THE EDITOR:
Practically all

Cystogen

Rapid and Effective Genito-Urinary Antisepsis

The pharmacotherapeutic action of Cystogen and its compounds indicate its administration where rapid and effective genito-urinary antisepsis are desired without the fear of any untoward action. The principal features of Cystogen medication are:

1. It causes the urine to become a dilute solution of formaldehyde.
2. It prevents intra-vesical decomposition of urine.
3. It makes fetid, ammoniacal and turbid urine clear, unodorous and unirritating.
4. It tends to ease renal and vesical irritability and discomfort.
5. Its administration as a prophylactic prior to and following genito-urinary instrumentation or surgery.
6. With ordinary dosage there are rarely ever any toxic or irritating sequelae.
7. Cystogen, particularly Cystogen-Lithia, is of value in urinary lithiasis, with or without infection.

The administration of Cystogen, and its compounds, is indicated in most non-tuberculous infections of the urinary system; i.e. Pyelitis, Cystitis, Urethritis, etc.

Your patient can secure CYSTOGEN only on your prescription, since Cystogen is advertised only to the profession.

CYSTOGEN CHEMICAL CO.,
220 36th St., Brooklyn, N. Y.

Please send me a professional sample of Cystogen and literature.

Dr. _____

Address _____

ME 2/32



Only the best are good enough

WHILE the convenience and economy of the Gerber Products are important to the physician inasmuch as they help insure the maintenance of the prescribed dietary regime—the Gerber Strained Vegetables have their only real justification in their technical superiority to feedings prepared without the advantages of the specialized Gerber equipment. The Gerber Products conserve important vitamin values destroyed through oxidation in home preparation. These losses are reduced to a minimum by the Gerber process in which both cooking and straining operations are performed in sealed vessels from which oxygen is excluded. Vegetables quickly lose food values, too, as they lose their garden freshness. The

Gerber Products are made from vegetables grown in supervised gardens—picked at exactly the right state of maturity—and started on the Gerber cooking process while still crisp and fresh from the garden.

Many mothers who appreciate the convenience and economy of the Gerber Products need to be told that this consideration is entirely secondary, and that the only real reason the products are prescribed is the superior food value they provide for the baby.

The Gerber leaflets described below, will gladly be supplied physicians, nurses, and teachers in whatever quantities may be desired. Just use the coupon.

Gerber's STRAINED VEGETABLES

DR. LILLIAN B. STORMS, PH.D.,
GERBER PRODUCTS DIVISION,
FREMONT CANNING CO., FREMONT, MICHIGAN.

Please send me material checked in the quantity indicated:

- ☐ "Baby's Vegetables and Some Notes on Mealtime Psychology"
- ☐ "Gerber's Strained Vegetables in Therapeutic Diets"
- ☐ "Recipes for Use in Therapeutic Diets"

Name.....

Address.....ME-15



15c at
grocers
and
druggists

Strained Vegetables
Soup, Carrots,
Prunes, Spinach,
Tomatoes, Peas,
Green Beans, Beans

February, 1932

141

the most foolish thing a man can do is to leave all of his insurance payable in one lump sum to his wife or children. The government's figures show that the average widow is able to hold it about seven years. Some lose it far sooner than that, while others hold on longer, but the average is short enough.

The proper way is to work out some plan of distribution which assures the widow and children of a continuous income regularly, without worry on their part for the responsibility of investing it.

There are two main ways of doing this. One is to elect an optional settlement plan named in each policy, whereby a fixed guaranteed income can be determined in advance, and the entire job of distribution handled by the Insurance company without cost.

The other is to leave the entire proceeds in trust with a trust

company, authorizing them to follow the plan you wish carried out. They charge 5% of the income for their service.

The advantages of the first method lie in its absolute guarantee of *non-shrinkage of principal*, *certainty of a minimum fixed income*, and distribution without cost for the service. The disadvantage is to be found in its *rigidity*—that is, whatever plan you elect, that must and will be followed to the letter, regardless of any unforeseen post-mortem emergencies.

The advantage of the Life Insurance Trust plan lies chiefly in its *flexibility*—that is, you can give the trustees reasonable *discretionary* powers to provide extra money for unforeseen post-mortem emergencies. The disadvantages of this plan are the non-guarantee against loss of principal and the service charge for its administration.

Where the [TURN TO PAGE 144]

Danish Ointment

(TILDEN)

The approved 24-hour treatment for

SCABIES

Price per pound \$1.28

Per dozen 2-oz. jars \$3.00

A trial will convince you.

(Physician's sample free upon request)

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo

When patients inquire about liniment

...consider **ABSORBINE JR.**

Any doctor will tell his patients that a safe and reliable liniment should be in every home medicine cabinet.

Just such a liniment is Absorbine Jr. For 40 years now, doctors have attested its safety, and patients have been thankful for its effectiveness in bringing quick relief for muscular soreness.

This is because Absorbine Jr. is an excellent, non-blistering rubefacient. Patients use it freely with massage. Absorbine Jr. is therefore especially helpful in stirring up sluggish circulation and relieving congestion in muscles.

Absorbine Jr. has other spe-

cific uses as a handy home remedy. Used full strength, it is antiseptic for treatment of minor cuts, burns, bruises, and abrasions. Its efficacy as a check for "Athlete's Foot" has been demonstrated by laboratory and clinical tests.

We should like to have you determine for yourself its worthiness as a medicine-chest essential for every home. *May we send you a sample?*

All druggists sell Absorbine Jr.—\$1.25 a bottle. W. F. Young, Inc., 207 Lyman St., Springfield, Mass. In Canada, Lyman Building, Montreal.

ABSORBINE JR.

for years has relieved sore muscles, muscular aches, bruises, burns, cuts, sprains, abrasions



W. F. Young, Inc., 207 Lyman St., Springfield, Mass.
Gentlemen:

Please send me your sample of Absorbine Jr. without obligation.

Dr.....

Address.....

City.....State.....

Where to Find Our Advertisers

Alkatos, Inc.....	81	Linde Air Products Company.....	8
Angier Chemical Company.....	95	MacGregor Instrument Company.....	136
Arton-Fisher Tobacco Co., Inc.....	94	Mallinckrodt Chemical Works.....	101
Battle & Company.....	99	Maltine Company.....	33
Battle Creek Food Co.....	73	McNeil, Robert.....	116
Baum & Company, W. A.....	118	Mellier Drug Company.....	120
Bay Company.....	3	Merrell Company, Wm. S.....	138
Beeton, Dickinson & Company.....	5	Micajah & Company.....	113
Bellmont Laboratories, Inc.....	128	Mu-col Company.....	137
Borden Company, The.....	38	Nestle's Milk Products.....	42
Brown & Company, George A.....	78	New York Pharmaceutical Co.....	105
Bristol-Myers Company.....	104	Norwich Pharmacal Company.....	66, 76
Battle Company, Wilnot.....	34, 35	Nujol Laboratories.....	Back Cover
Comprex Oscillator Corporation.....	72	Numotizine, Inc.....	96
Cytogen Chemical Co.....	139	Ocey-Crystine Corporation.....	117
Davis & Geck, Inc.....	121	Od Peacock Sultan Co.....	97, 135
Davis Company, R. B.....	130	Patch Company, The E. L.....	80
Devol Rubber Company.....	88	Pelton & Crane Company.....	98
Denver Chemical Mfg. Co.....	2	Phillips Chemical Co., Chas. H.....	74
Drecker, August E.....	123	Pineoleum Company.....	143
Drug Products Corporation.....	119	Pitman-Moore Company.....	58
Dry Milk Company.....	60	Plessner Co., Paul.....	100
Effervescent Products Co.....	134	Schering Corporation.....	86
Elmer & Amend.....	133	Schering & Glatz, Inc.....	50
Ellows Medical Mfg. Co., Inc.....	Inside Front Cover	Scholl Manufacturing Co.....	84
Fitch Co., A. Perley.....	83	Schoonmaker Laboratories.....	115
Fleischmann Yeast.....	102	Sharp & Dohme.....	126
First-Eaton & Company.....	127	Smith Company, Martin H.....	144
Fogera & Company, E.....		Smith, Kline & French Laboratories.....	44, Inside Back Cover
Fraise Ampoules.....	89, 90, 91	Strong, Cobb & Company, Inc.....	125
Inoton.....	92	Sugar Institute.....	103
Kaylene.....	110, 111	Table Rock Laboratories, Inc.....	85
Vapex.....	64	Tailby-Nason Company.....	107
Lemont Canning Company.....	140	Tilden Company.....	141
General Electric X-Ray Corp.....	46	Trent Laboratories.....	112
General Foods (Sanka Coffee).....	114	Tucker Pharmacal Company.....	87
Galey M-O Company, Inc.....	122	Tyree Chemist, Inc., J. F.....	109
Garris Drug Co., Inc.....	129	Vass Chemical Company.....	131
Heart Drug Company.....	123, 131	Walker Co., Inc., Myron L.....	124
Huxley Laboratories.....	36	Wander Company, The.....	68, 82
Hynson, Westcott & Dunning.....	10	Warner Co., Wm. R.....	106
Hanvier, Inc., Walter.....	62	White Rock Mineral Springs Co.....	70
Johnson & Johnson.....	9, 48	Wyeth & Brother, Inc., John.....	40
Kleenex Company.....	7	Young, Inc., W. F.....	142
Kny-Scheerer Corporation.....	132	Zonite Products Corporation.....	4
Koderle Laboratories.....	79		
Keming & Co., Inc., Thos.....	53, 54, 55, 56		

IN ACUTE CORYZA OR ACUTE RHINITIS

PINEOLEUM

Reg. U. S. Pat. Off.

Samples and Literature on request.

THE PINEOLEUM COMPANY, Dept. M. E., 52 West 15th St., New York, N. Y.

[FROM PAGE 141] amount of insurance is large enough, I suggest a combination of the two plans, putting half of it in a trust and the other half under one of the optional settlement plans. You then are assured of certain guaranteed results, come what may, and at the same time you have reasonable assurance that all post-mortem emergencies are likely to be met without hardship.

R. A. Swink.

Contracts

TO THE EDITOR:

The practices of certain insurance companies during recent years have resulted in numerous complaints to the national and local better business bureaus, a surprising number of them from physicians.

These complaints arise because the insured parties apparently do not understand the terms of the insurance contract which they sign, and because the contracts themselves give protection only in limited number of circum-

stances, so limited, in some cases that the contracts are practically worthless.

As to insurance contracts which are not lived up to by companies issuing them, we believe that here again the trouble caused by failure on the part of the insured to interpret the contracts correctly. In other words the insured apparently believe that he is protected against contingencies, and then when death or disability does occur, develops that the cause is due some other than the few specified in the contract.

Concerning mail order insurance policies, we call attention to the fact that in most cases companies cannot be forced to pay they are not licensed to do business. Most, if not all, of the insurance companies doing business on the mail order plan are not licensed in all states.

A. E. Backman,
National Better Business
Bureau,

ERGOAPIOL (Smith)

A non-narcotic agent prescribed by physicians throughout the world in the treatment of

AMENORRHEA,
DYSMENORRHEA, ETC.

Ergoapiol (Smith) is supplied only in packages containing twenty capsules.

As a safeguard against imposition, the letters "M. H. S." are embossed on the inner surface of each capsule, thus:

Dose: One or two capsules three or four times a day.

Literature on Request.

MARTIN H. SMITH COMPANY, New York, N. Y. U. S. A.

ONOM

me case
practical

contract
by con
e belie
trouble
part
the co
er word
belie
ainst
n wh
occur,
is due
specifi

er insa
ention
uses co
to pay
do bu
f the
busine
are n

Busin
eau,

